111 1351

PRICE FIFTY CENTS

MELLE TO SERVICE SERVI



Television, unlike many major appliances, enjoys a quick trade-in turnover.

Already, within a two-year period, the demand for big-screen TV is bringing repeat sales before set breakdowns.

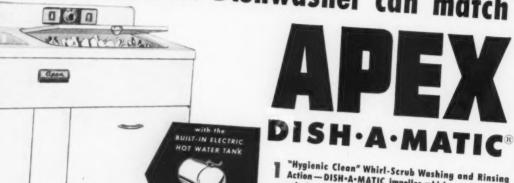
## Apex APRIL MEMO

Subject: The DISH-A-MATIC Automatic Dishwasher Line

With the automatic dishwasher fast becoming one of the most-wanted appliances, Apex DISH-A-MATIC dealers are in an excellent sales and profit position. Consistent national advertising is and profit position. Consistent national advertising is setting up prospects in your area. Turn these prospects into buyers through local promotion, live store demonstrations with buyers through local promotion, live store demonstrations with installed DISH-A-MATIC—and by talking DISH-A-MATIC dishwashers in all your appliance selling. Your Apex distributor will be glad to help you get your share of this profitable DISH-A-MATIC business—call him in today.

Check these features!

# No Automatic Dishwasher can match



- "Hygienic Clean" Whirl-Scrub Washing and Rinsing Action — DISH-A-MATIC impeller whirls water at high velocity to remove even stubborn grease.
- Forced-Air Drying impeller fan forces warm air over dishes leaving them completely dry and sparkling.
- Automatic Self-Cleaning Tub—no strainers, no screens to clean — water rushes out with thorough flushing action.

DISH • A • MATIC automatically does a complete service for six. Does pots and pans, too! Operates so quietly you can hardly hear it. Sell all three -beautiful electric sink model, left, compact cabinet model, below, and drop-in unit for present kitchen counters. Also-feature the new Apex ROLL-A-WAY for volume sales in the rental and cottage market.

Apex WASTE-A-MATIC Food-Waste Disposer—the per-fect tie-in sale with electric sink model. WASTE-A-MATIC has the exclusive anti-jam feature that perior continuous operation. Fits any standard sink drain.

Ready for the Huge Rental Market APEX Roll-a-Way AUTOMATIC DISHWASHER

No Installation Costs! No Plumbing!

Here's a volume sales-maker that's ideal for home demonstration-perfect for the rental home market-and sure-fire with the summer cottage trade. Rolls up to sink-attaches to hot water tap. Washes-double-rinses air-dries-shuts off automatically. Does complete service for five.





Beautiful, Compact Cabinet Model 970-1 with glass look-in lop. Sa me unit available with solid top
as Model 970.



HOUR SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING CO. . CLEVELAND 10, OHIO























The Cover . . .

Kodachrome by Dave Rosenfeld





ELECTRICAL MERCHANDISING

April, 1951

Vol. 83, No. 4

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# ELECTRICAL MERCHANDISING

No. 4

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Vol. 83

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INTERNATIONAL COVERAGE BY

## Announcing the Sensational, New



YOU CAN BE SURE .. IF IT'S Westinghouse

TRIC SHEET - ROASTER OVEN - FAN - WATER HEATER

# Westinghouse FOOD CRAFFIER

## to America's Leading Roaster

It's new in design . . . new in styling . . . opens up a whole new market. Never before a mixer so powerful! Never a mixer so loaded with features! Never at a price so low for so much! The new Westinghouse Food Crafter has everything a woman wants, and the power to do everything BETTER.

This new Food Crafter is sure to meet with such popular acceptance that under current conditions we will not be able to keep up with demand. Your distributor will do his utmost to fill your orders, but please be patient if shipments are slow during the initial production.

#### LOOK! IT'S GOT POWER TO DO EVERYTHING BETTER



THE MIX-DIAL UP FRONT

The Mix-Dial is up front for easy visibility... for setting with a flick of the thumb . . . for one-hand operation by either right or lefthanded people. It's clearly marked for six basic jobs. Has 20 different speeds.



THE MERRY-GO-ROUND BOWL

Positive, constant rotation of both large and small bowls at a low, even speed. Spring tension on beater mountings insures proper contact between beaters and bowls. No turntable adjustment is ever required.



ONE-HAND PORTABILITY

Easy, one-hand portability. No triggers to pull, no buttons to push. Simply tilt the mixer head back and lift it off the base for use at range or any other work surface. Long cord gives extra reach.



SHORT CUTS FOR MIXING

The Food Crafter short-cuts those in-between mixing steps. Ingredients can be mixed all at once, all together. No need to shift speeds when the going gets tougher. Set the Mix-Dial just once and let 'er spin.



NO MUSS ... NO SPATTER

With either dry or liquid ingredients, there's no muss, no spatter. That's because perfect mixing action draws ingredients together through the Tru-Shaped beaters and circulates the mix through and through the blades.



THE HANDY, PITCHER-TYPE BOWL

Here's a brand-new idea . . . self-contained, pitcher-type juicer bowl. Clear, durable plastic with graduated markings from 6 to 24 ounces. It measures the juice, pours easily . . . handy for serving. Easy to clean.

WESTINGHOUSE ELECTRIC CORPORATION

**Electric Appliance Division** 









ELECTRIC GRIDDLE



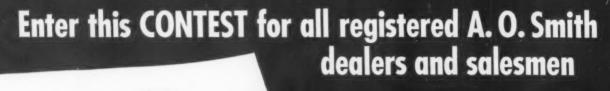


LAUNDROMAT





# What's the Big Idea?





10 VALUABLE AWARDS

— plus Merit Award Certificates

#### REGISTERED A. O. SMITH DEALERS AND RETAIL SALESMEN:

If you haven't been told about this BIG IDEA Contest, get in touch with your A. O. Smith water heater supplier at once for details and official entry blanks.

Get your entry in promptly—you may mail as many entries as you like although only one prize can be won by an individual. Your BIG IDEA has a chance to win.

Don't delay—the contest closes on April 30. It takes time to sort and select winning ideas. So, mail your entry NOW!

#### BIG or SMALL EQUAL CHANCE for ALL

Here's your chance to win up to \$1,000.00 for just a few minutes of your time. You'll gain national recognition if your BIG IDEA wins one of the 10 valuable awards.

This is a big opportunity to capitalize on your practical selling experience with Permaglas water heaters, and make your ideas pay off double—in sales and in prize awards.

Judges are editors and publishers of leading trade magazines and professionally concerned with successful merchandising.

#### HOW OTHER DEALERS AND SALESMEN CAN WIN, TOO

The A. O. Smith BIG IDEA Contest is not closed to you. There is time for you to participate and win, too, if you'll act quickly.

Ask your A. O. Smith water heater supplier how to become an A. O. Smith registered dealer, so you and your salesmen will also be eligible to enter and win.

**Use the Coupon** to get complete information, entry blanks and the essential facts about A. O. Smith *Permaglas* Automatic Water Heaters—NOW! *You can't lose!* 

#### **CONTEST CLOSES APRIL 30th**

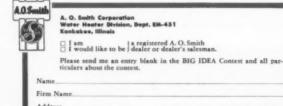
Winners will be announced June 1, 1951

le's easy for anyone selling Permaglas at retail to enter and win this BIG IDEA Contest. On the entry blank provided, all rules and necessary information are given. WHAT you say, after that, NOT HOW you say it, is what counts in this contest.

It's the idea, and not the language or your method of presentation, that will be judged in determining the awards to be given.

APRIL 1931 8 2 10 4 3 6 7 13 6 10 11 12 6 7 20 25 10 10 10 10 25 26 20 21

Dig down into your practical selling experience and you'll come up with the idea we're seeking to reward. Do it NOW.



A.O. Smith

Boston 16 • Chicago 4 • Dallas 2 • Denver 2 • Detroit 21 • Houston 2 Los Angeles 12 • Midfand 5, Taxas • Milwaukee 2 • New York 17 • Philodolphia 3 Phoenix • Pittsburgh 19 • Sait Lake City 1 • San Diego 1 • San Francisco 4 • Seattle 1 Tulsa 3 • Washington 6, D.C. • Internetional Division: Milwaukee 1 Licossee in Canada: John Rajis Co., Ltd.

# The National Appliance-Radio-TV Picture

#### Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

#### The East



By ROBERT W. ARMSTRONG

JUST because January and February were the best two first-of-the-year sales months that most eastern dealers ever had is not, according to some of them, any reason for jubilation. For true to the industry tradition of comparing last month with the best month in history, a few merchants are complaining that January and February weren't as good as last July!

And, despite still booming sales of automatic washers, dryers, freezers, electric ranges and two-temperature refrigerators (in about that order of demand), there are unhappy hints in the air that a slump is on the way. The combination of anticipatory, security, scare and panic buying, continuing high production levels, higher prices, Regulation W, and the 6,485 other variables is, say some merchants, burning up the 1951 market before the year is half So they're beginning to cast worried looks at the calendar and predict that, come late May or June, demand may curl up and die. parently, a few dealers already have felt the first rough edges of a decline. One of New York City's best known and most thriving discount houses has just announced, for example, an increase in customer discounts on electric housewares from 20 and 25 to 30 percent, and an increase from 10 to 15 percent on majors. And then there is the continu-ing emphasis by manufacturers on the need for real selling. It's good business, of course, for producers to keep retail outlets on their toes, but in this instance, at least, they seem be practicing what they preach with increased advertising and promotional budgets.

Change of Emphasis. February found dealers out on Long Island, New York, making some decided changes in their buying pattern. Perhaps more than in any other section of the East they had previously bought too heavily in TV, but the sales slowup (recognized by price cuts by at least two manufacturers at this writing) prompted a new emphasis on white goods, stimulated in part by continuing high demand and dropping supplies of automatic washers, dryers, freezers, electric ranges and dishwashers. According to some informants, dealers had stopped buying haphazardly just for the sake of stocking warehouses and were turning to purchases that would meet their present needs.

Another Notch in the Belt. By early March the reports of growing scarcities were beginning to come from other sections of the East. Boston reported, for example, that "appliance deliveries are beginning to slow up here, though demand is at high levels still. Some customers have acquired the habit of placing multiple orders for white goods and accepting the first delivery and cancelling others." In greatest demand in the Boston area, says one distributor, are refrigerators, sinks, ranges and automatic washers. But, despite tight supplies, some Boston merchants feel that "replacement business bids fair to occupy a larger area in the trade this spring."

A Buffalo, N. Y., dealer says, "White goods supplies are tightening up and may be off 25 percent by the middle of the year," but he finds refrigeration sales triple 1950, television a little ahead, washers way ahead, ranges about even, model radios very strong, and freez-ers strong, but hurt by shortages. Another dealer in the same area claims dishwashers and dryers are impossible to obtain, automatic washers almost so, freezers difficult in the wanted sizes, TV adequate, some refrigerator models scarce and ranges plentiful. But a third Buffalo retailer can't get enough electric ranges, although he seems to have "adequate" stocks of other items. (Maybe these two fellows should get together.)

Scarcity in Philadelphia. Two Philadelphia sources report tight supplies of automatic washers; one says dryers are his other major sore spot and the other can't get enough ranges and nine and 12-ft. freezers. Both could use more two-temperature refrigerators, but some of the demand has slackened. TV in Philadelphia, as in most

TV in Philadelphia, as in most other major metropolitan areas, is slow, although one dealer claims that he is selling more three-way combinations of a luxury brand than any other type. But while TV may not be setting records in New York

and Philadelphia, a dealer in Springfield, Mass., can't get enough sets to supply a recently awakened demand. He estimates some 15,000 sets now in a city which has no transmitter of its own and says. "We can just about keep even on sales and installations. I can sell a television set a lot easier than a refrigerator." And, like other dealers, he's got more orders for automatic washers and electric ranges than he can handle. So, to keep sales well balanced, he insists that no salesman take an order for an automatic washer unless he first sells a wringer type, and to sell an electric range a floor man must first qualify by writing a ticket for some other type of range.

Hot Irons in Washington. The chief difference between the Washington, D. C., record and that of other parts of the East is the tremendous and unexplained demand for electric irons. Dealers and distributors report that ranges, refrigerators, automatic washers, freezers, disposers, dishwashers and radios are all selling exceptionally well, but four firms are scratching their heads over the consumer quest for irons—not enough of which are available to meet the demand.

As far as small appliances gen-

As far as small appliances generally are concerned, one big Washington distributor says the name brands are moving very well and he is getting his expected allotments in on schedule. February sales, he says, were way ahead of January and 100 percent above February of

One Capital distributor reports that air conditioners were moving well at this writing and declares that fan sales to dealers were already above June and July levels of 1950. TV moved well for some merchants during traditional Washington's Birthday sales, but one dealer is having difficulty moving some recently introduced sets with 17-inch tubes, even with the assistance of heavy promotion, and one of the capital distributors candidly admits that "retail sales of TV have slowed up a bit."

Production or Sales? At the end of February the big question in some industry minds was, Which will come first—the slump in sales or the slump in production? One northern New York dealer finds both retail and distributor stocks heavy, especially in television, and expects plenty of merchandise through the first half of the year. And he's afraid that if sales start to drag there'll be an outbreak of price cutting, "spoiling" what could otherwise be a very good appliance year.

#### The Midwest



By TOM F. BLACKBURN

I N the Middle West the propaganda from Washington about 35 percent excise taxes on TV and more restriction on appliances fell on deaf ears.

Time was when any government chirp about future shortages brought the public on the run for a buying splurge, which is just what the government bureaucrats wanted to justify controls. This time, however, it looked as if the government had been hollering "wolf" too often.

Prediction on TV. Said one of Chicago's astute merchants: "If

Prediction on TV. Said one of Chicago's astute merchants: "If there are any more TV excise taxes, I think the manufacturers will absorb them because it looks as if television prices have hit the ceiling. Television is now in competition with the grocery basket. Offering free installation and service does not have the charm to make sales it once did, because there is not the mystery in installation any more. In fact, it is reported that one television maker has cut the prices of his line \$40 to \$60, which makes me think that this may become common all along the line."

Sears Roebuck & Co. are using an "oldie" which seems to be perpetually new. They have girls pass out handbills to people in the store. The idea is to let the customer onto a secret, unadvertised sale. One such handbill advertised a \$4.29 flip-flop toaster at \$3.66, a \$4.29 flip-flop toaster at \$3.66, a \$24.95 ac-dc portable radio at \$20.88, a \$249.95 Coldspot refrigerator for \$224.95, and \$44.95 demonstrator vacuum cleaners at \$19.88.

With the draft breathing hard down the necks of so many young fellows there isn't the twitter among credit men that one might suspect. While the government declares a moratorium on servicemen's debts

(Continued on next page)

# another Oster "only"

#### new double-action



knife sharpener



America's only double-action electric knife sharpenertwo overlapping wheels hollow-grind both sides of blade at the same time. Anyone can use it—no skill required.

When the carving knife grows dull, or the paring knife won't pare-it takes only a minute to sharpen them easily and safely, thanks to this revolutionary new product by Oster. The Oster sharpens any knife, large or small, thin edge, flat edge, or serrated. Simply pull the blade between the wheels, it comes out with a factory-sharp keenness.

Underwriters' Approved

Nationally advertised

Oster

#### OTHER NATIONALLY ADVERTISED OSTER PRODUCTS WITH EXCLUSIVE FEATURES

#### Osterizer

LIQUEFIER-BLENDER

sanitary conta has the sanitary container that opens at both ends—easy to empty, easy to clean. Removable, leakproof container base fits standard Mason jar. The OSTERIZER is exclusively recommended by Gayelord Hauser, famous food authority.



a real Swedish-type rument has the suspended or action that delivers rollable, rotating-patting ements to the fingertips-iral thousand movements

MASSAGE INSTRUMENT



is so handy, so powerful, and so easy to use for every food mixing jab-mixes, mashes, creams, whips, and beats. The OSTERETT has more power per pound than any food mixer in the world.



only Oster AIRJET HAIR DRYER

the highly efficient jet gn. Very lightweight and to use—hold in hand, d on table, or tilt to any e. Powerful motor speeds or cool air flow. The rr AIRLET is America's t beautiful hair dryer.

Recommend electric housewares first for every aift occasion



Choose OSTER first for every gift promotion

JOHN OSTER MANUFACTURING CO., RACINE, WISCONSIN

#### THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 5-

and boys who are tagged can sit out the war without paying a dime, nevertheless, few were so stupid as to take advantage of this during World War II. Once out of the army or navy, a dealer could put the clamps on them and they found they had destroyed their credit. Fact is, most military people in World War II kept up payments on their military pay and cleaned up everything with their bonus when it was over. While credit men take the lofty view that it is unpatriotic to refuse credit to draft age appli-cants, the fact is that most boys in a period of uncertainty do not take on any obligations.

Low Down on Deliveries. One of the best of Chicago's dealers is carrying a 90-day inventory at the presnt moment and has it paid for. He discovered this week that he was getting his full allocation from one of the big name radio and television manufacturers for March. While dealers are generally slowing down on their purchases of television and radio, on white goods most of them are loading up for the spring demand.

With dealers stocking up on re frigerators for spring, the Middle West expects the 9 to 11 cu. ft. refrigerator to be in greatest demand, and horizontal freezer compartments a popular feature.

Incidentally, the customers are just as willing to take 1950 merchandise as the 1951 models be-cause they fear that deterioration in quality has begun. This is true in the automobile business as well as in appliances. The lower priced television models are normally popular because a great many buyers fear that a big investment in the home entertainment center may be made obsolete by color a few years hence and want a low priced model as a tide-over.

In Chicago, A. B. Johnson, assistant general manager of the Chicago Better Business Bureau points out that complaints are increasing over the sewing machine field, particu-larly rebuilts. It is the bait advertising that is catching the what-for.

Most of the advertising in the Middle West has been on high priced television units put out by the factories. As a matter of fact, dealers report that sales hang around \$200 to \$275 level. One of the most noted promotions in Chicago in-cluded free installation and service with the television set.

A count of noses of the number of Chicago people who watched the public demonstration of the Columbia Broadcasting System on color television reveals that about 40,000 passed through the portals of WBBM and Carson Pirie & Scott's loop store.

St. Louis Finds 1950 Abnormal. The cut-price boys have not been washed out of the picture by the Korean war. The Chicago Tribune classified columns on home appliances for sale has one dealer offering 1951 model brand name refrigerators at a discount, as well washers. Washing machines are being rented at \$4 a month.

In St. Louis, where the Union Electric Co. has a pretty good grasp of sales, the utility's report on the movement of some appliances for eleven months in 1950 was:

	11 Mos. 1950	1949
Ranges	12,241	7,596
Water heaters		3,882
Refrigerators		50,512
Food freezers		2,252
Automatic washers		4,102
Conventional washers.	21,767	18,460
Clothes dryers	2,971	1,150
Ironers	4,430	5,182
Dishwashers		528
Vacuum cleaners		11,055
Television	79.662	34.385

If you judge by St. Louis, it still looks like an awful lot of stuff is being moved and the cutback on 1950 items will probably result in a normal year's production because 1950 was so much over par.

Range Wiring for \$7.50. A good electric code is a help in merchan-dising. In South Bend, Ind., where citizens have been getting wire, 60 amp. service since 1932, an expert feels that a dealer can raise the price of his range \$7.50 and make an offer of a free installation. The necessity of charging extra to make a device work after a customer has bought it often hurts sales.

A former regional manager for a big manufacturer who now is a dealer declares that manufacturers will avoid many sharp abrasions in their relations with dealers if they will set up an installation and service plan such as the automobile people employ. Automobile firms want you to bring your car in after 1,000 miles for a tune-up. They get paid for the deal by the factory. is perfectly possible for appliance manufacturers to set a price and give the dealer a rebate when he brings back a card from the cus-tomer signed to the effect that she has had an installation and demonstration made in the home, and possibly a follow-up by a home economist. This bundle-up of home demonstrations and installation demonstrations and installation would build good will and eliminate unnecessary service calls.

#### The South



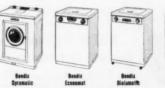
By AMASA B. WINDHAM

P to the first of March, warnings were pouring out of the manufacturing centers at a mile-a-(Continued on page 8)



# BENDIX WASHER DEALERS have the best deal there is

A complete line—with a great name behind it—with a wide range of prices—with a great advertising program—with sound merchandising and promotions—with consumer preference built up over 14 years. The name Bendix is synonymous with "automatic washer"—that's why it makes such a difference when you handle Bendix!



World's most complete line of automatic bome laundry equipment





BENDIX HOME APPLIANCES - Division Avco Manufacturing Corp., South Bend 24, Indiana



# Electrical Contractor Lauds KLIXON Protectors as "Customer-makers"

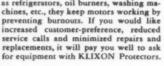
WILMINGTON, DEL.: W. G. Mayer, Assistant Treasurer, McHugh Electric Company, is a man in a position to know what he is talking about in his following strong indorsement of KLIXON Protectors. In Mr. Mayer's own words:

"We repair from 8,000 to 10,000 electric motors per year, about three-quarters of which are used in home appliances. Our experience in this work shows beyond question that KLIXON Protectors prevent winding burnouts. We believe that breakdowns could be greatly reduced, and customer satisfaction increased, if all appliance motors had KLIXON protection."



#### KLIXON Protectors Build Customer Goodwill by Preventing Motor Burnouts

The KLIXON Protectors illustrated are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing ma-





#### SPENCER THERMOSTAT

Division of Metals & Controls Cosp.
2504 FOREST ST., ATTLEBORO, MASS.

#### THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6 -

minute clip. The business forecasters repeated the theme like a broken record and the retailing magazines were all echo. The gist of the warnings was that production would be cut anywhere from 20 to 50 percent in the first half of 1951, and that short-ages were just around the corner.

They certainly haven't been felt at this writing. In this vast area from the Potomac to the Rio Grande, dealers are selling almost all kinds of appliances at a steady clip. The months of January and February, just as predicted, were excellent and at least six of the South's major cities showed an increase in sales volume over 1950 figures, with department stores apparently sparking the parade. This was true despite two impossible weeks in mid-February when ice and snow invaded the area and cut shopping sharply.

In only one field was there anything amiss—the television field, which will be summed up further on. But refrigerators, washing machines, electric ranges and other major items were going very well in almost every corner of the South. Inventories in these lines are steady, even with allocations, and there is no break in the buying wave. With increased employment, good wages, social security and other government handouts, buying continues even in the face of credit curbs and added taxes. The fact is, credit terms are still liberal, building is still at a peak all over the South, and saturation fairly low in many lines

Some Items Drop. The month's survey did reveal a slight drop in such items as dishwashers, disposal units, ironers and dryers, but electric housewares maintained an even pace. Power tools, farm machinery and commercial units also were selling well. Home freezers were among the appliances which took a seasonal drop, with a marked decrease in sales in almost every area except Lousiana. Water heaters were moving steadily and were on the best seller lists in the Carolinas and Tennessee. Almost all other appliances were selling well.

The department stores were getting the bulk of the business in major lines, but many a smaller appliance dealer had begun to concentrate on lighter stuff such as portable equipment, much of which was not affected by credit regulations, and was doing brisk business. This type of appliance was selling especially well in army and air force base areas and in government housing projects.

The trend toward a rising portable appliance market was evident in many quarters. Dealers in Louisiana and east Texas were selling portable ironers and dishwashers at a good clip. In the Carolinas, vacuum cleaners and sewing machines were on the upgrade. Miami reported one of its best months in radio with portable types in the vanguard.

Television Takes Drop. Television was something else again. Despite the shortage warnings mentioned above, dealers were worried

over television inventories and had begun to make great efforts to unload. For example, in Nashville, Tenn., TV seemed to have caught up with itself. One of that city's largest department stores, Harvey's, was offering a \$60 trade-in for any make, model or condition of radio, toward the purchase of a television set. A competitor, one block away, was offering five name brand sets at \$25 to \$125 below list prices. Price cutting was just as much in evidence in Birmingham, Atlanta and New Orleans.

Credit Curbs Hurt. An inquiry into the effect of credit curbs on appliance buying shows that dealers everywhere have felt it. Undoubtedly the buying wave, which is bolstered to a major extent by the international situation, is smaller than it would be if there were no credit curbs. As it is, one of these factors seems to just about balance the other and a rough guess is that for every potential "war scare" sale, there is a "credit curb" miss.

One of the largest dealers in Louisville declared that "credit regulations have scared a lot of buyers off, even though they are able to make the increased payment with little trouble. It's just the psychology of the thing, I guess. When the government starts regulating, they automatically resent it and won't buy. If that's what the government wants, looks like they've got it, but it's tough on the merchant."

In New Orleans, on the other hand, credit curbs were not considered as a heavy stumbling block to sales, except possibly in television. A top wholesaler in that city said the easy-going Orleanians were taking the curbs in stride. Dallas and Memphis wholesalers agreed.

#### The Far West



By CLOTILDE G. TAYLOR

THE question as to whether or not inventories are too high is uppermost in dealers' minds as the March tax period approaches. A slight drop in TV sales in Los Angeles has set some firms to jittering and resulted in some price cutting. (Continued on page 10)

# We're glad you waited, Mr. & Mrs. Zeller!

January 27, 1951

H. Paul Nelligan, Pres. Easy Washing Machine Co. Syracuse, New York

Dear Sir:

The Easy Washing Machine is an excellent The Easy Washing Machine is an excellent washer. My wife and I are well pleased and satisfied with ours. These words are not lightly written nor without real meaning. This is no "snap shot" judgment on our part, for we purchased our Easy over 25 years ago, and have used it ever since. It is still "going good". Repairs have cost us less than \$30.00 during these years including now rubber reliefs for the these years, including new rubber rollers for the wringer several times and one new set of cups.

In going over some old papers several days ago we found the guarantee certificate (# 450259) given to us when we purchased the machine in October 1925. We also found a "nice" letter with 2¢ stamped return envelope. The letter, which I am enclosing, really deserved an answer, and we decided to answer it now, although 25 years late

When we thought of what we paid for the washer, we were surprised to realize that a machine today costs very little more than it did 25 years ago.

Very truly yours,

A. G Kate Zeller Munnsville, N. Y.

WE'RE glad the Zellers waited 25 years to tell us how well they liked their new Easy Washer. The Easy was a great value in 1925. But it's an even greater value today!

As the Zellers point out in their letter, Easy prices today are "very little more" than they were 25 years ago. And yet Easy's value has gone up and up! Your customers get features that weren't even dreamed of in 1925. Features that combine to make the 1951 Easy Spindrier the most dramatic selling "floor show" in the washer business!

We think every washing machine salesman ought to read the Zellers' letter. It should renew his confidence that he can demonstrate and sell Easy with positive assurance that it will give the customer top-quality performance year after year!

Easy Washing Machine Corporation, Syracuse 1, New York.



Demonstrate

for more satisfied customers





TRAFFIC for dealers who take advantage of this SPECIAL PROMOTION!

**NEW PROFITS and STORE** 

Jefferson

Jolden Hour.

electric clock

Timed right for the greatest gift clock sales in history! A spectacular advertising campaign for the dynamic Jefferson "Golden Hour" Electric Clock is ready to hit the tremendous gift market at the height of the season! This special promotion will appear in the May 7 issue of TIME Magazine and the Spring and Summer issues of BRIDE'S Magazine...reaching more than three million prospective (and able-to-buy) gift buyers in practically every city, town and community in America.







It's your great opportunity to cash in on the unique electric clock that has stirred up more interest than any gift clock in years! Its sensational "see-thru" dial makes an irresistible display wherever you feature it. Order them now...display them now...and watch sales and store traffic skyrocket!



the sensational Gift Clock with the magic "See-thru" dial  $^{$22^{50}$}$  list, plus tax

Call your distributor today!

JEFFERSON ELECTRIC COMPANY, BELLWOOD, ILLINOIS

#### THE NATIONAL APPLIANCE RADIO-TV PICTURE

CONTINUED FROM PAGE 8-

Total of set ownership in the Los Angeles area had reached 877,421, by the first of the year, with 46,189 sold during December. San Francisco has had something of a television boom. Set ownership in this district went up 9 percent in December, 11 percent in January. One prominent bay area dealer says February sales in both radio and TV have been about 85 percent those of January. He foresees a volume for the year equal to or above that of 1950, with little or no shortage of supply. A western manufacturer is almost equally optimistic, stating that redesign has bypassed material shortages. Use of cobalt in his product, for instance, has been cut by about 90 percent.

February Sales High. From 10 to 15 percent below January but far above 1950 is the record for appliance selling throughout most of the northern California area. Sales in the rural areas of Oregon and Washington are slightly down, but one music store in the Seattle area which specializes in appliances has just enjoyed the highest sales record of its history. San Diego sales are up both for last year and for the first two months of this year in all items except space heaters and heating pads, both of which may be credited to the relatively warm winter. Arizona shows that the year thus far has been slightly below last year in all items except freezers, radio, television sets and air conditioning. Denver sales are high, with a large proportion of replace-ment selling, refrigerators leading with trade-ins. Customers every-where are accepting 1950 models without question, even preferring them to later types because of their fear of substitutions. There is little or no price resistance evident.

For the most part, appliances reaching the West are of good quality with no apparent substitutions, and supplies have been ample to care for the demand, with some exceptions. Deluxe model ranges of the two-oven type are very scarce, as are also freezers. Particularly favored models in other items are also hard to come by. There have been a few reports from southern California of tie-in sales, the dealer being required to take a less-wanted item in order to get the appliance he wants, but on the whole, distributors have had so few leftovers that there is little temptation for this practice.

Distributors Seek Diversification. On the whole the dealers, most of whom have built up considerable inventories, are in a somewhat sounder position than are the distributors, who live from one delivery to the next, shipping out stocks as fast as they arrive. As the supply dwindles, they will have little or no warehouse reserves to keep them going. More than one western distributor is exploring the possibility of taking over sub-assembly contracts under the defense program if sledding gets too hard. Others are exploring the possibilities of expanding their lines into diverse fields. One distributor has turned his entire basement area over to

service work, which he feels will improve his position, whatever the future may hold.

Dealers thus far have not extended their activities far into new territory. Some of them have added new electrical lines or added related equipment they did not previously handle, such as evaporate coolers, or farm pumping equipment. Later on, if the pinch is felt seriously, there will be more exploring of the possibilities of such fields as furniture, housewares or gift lines. There seems to be little tendency to get back into the handling of records on the part of the many who dropped out of this field some time back.

California Boom. Reports from Sacramento on the sales tax indicafe that appliance sales in Cali-fornia amounted to 90 million dollars in 1950, 67 percent above those of 1949, with television doing much to swell the total. There appears to be something of a boom in the state, employment standing at an all-time high. The local office of the Department of Commerce places California at the top of all states in the number of communities it boasts with more than 10,000 inhabitants. This means an increase in urban population, with a consequent change in buying habits. Western distributors report, for instance, that the rural market buys more dark-wood TV and radio cabinets, city dwellers more blond wood and modern types. Smaller freezer cabinets and more combination refrigerators and freezers are bought in the cities

Records from the municipal utility district in Sacramento covering dealer sales for 1947 through 1950 show that sales of both electric range and refrigerator have more than doubled in the four years. Home freezer sales have shot up, placing them now among the four top major appliances, while home dryers have entered the picture in an important way during the past year.

Utility Plans Flexible. A survey of utility plans for the coming year indicates that they are rich promotional ideas on a flexible basis, ready to adapt the program to whatever the status of appliance supply may be. Seattle City Light now takes over the property of Puget Sound in that area and promises to continue active promotion of the all-electric home on a favored rate basis. The city is back in the merchandising field with a limited program. Montana Power found its rural sales bonus plan for dealers so successful that it would like to repeat it this year. Limiting factor may be supply of major appliances. Central Arizona has a program of aggressive selling in the form of dealer helps. From Hawaii the utility reports a continuation of its program to replace loss of military load by pushing domestic appliance

Both Arizona's and San Diego's frozen food and freezer fairs reflected the current freezer shortage by placing more emphasis on (Continued on page 148)

# The Du Mont Story

# the most exclusive, basic, effective sales story in Television



#### First in Development

In 1931 the Cathode Ray Tube was a very expensive laboratory curiosity. Dr. Du Mont developed this tube and made electronic television practical. Today... Du Mont is the foremost maker of precision electronic equipment utilizing the Cathode Ray Tube.



#### First in Telecasting

Du Mont operates the first television network, whose key station, WABD, New York, was the first fully equipped station on the air. As foremost maker of high-fidelity, precision telecasting equipment, Du Mont has planned and built many leading television stations.



#### First in Radar

In 1933 Dr. Du Mont filed a patent which the Army asked him to withdraw for security reasons. The idea, developed in secrecy, became radar. Du Mont also contributed ideas for loran... and other electronic devices for national defense. An Authorized Du Mont Dealer is much more than just another outlet for television receivers. His Du Mont Telesets\* come straight from the laboratories where television itself was born...finely built by the world's foremost manufacturer of precision instruments utilizing the Cathode Ray Tube...a manufacturer who has always been and will always be first in electronic engineering development.

All the prestige that has been built around the name "Du Mont" by twenty years of electronic pioneering and leadership goes with the Du Mont Franchise.

All the improvements discovered at the laboratories are reflected in Du Mont Telesets.

It all adds up to the most complete, the most logical, the hardest-hitting sales story in television, making a Du Mont dealership more than ever...

television's most coveted franchise

#### First in Home Receivers



Du Mont built the first commercial home receivers in 1939. In 1946 Du Mont brought out the first complete line of television receivers. Du Mont was first with the 19-inch tube, the 17-inch rectangular glass tube, the short-neck tube, now the giant 30-inch tube. No wonder the name Du Mont has come to mean "first with the finest in television."



I first with the finest in Television

\*Trade Mark

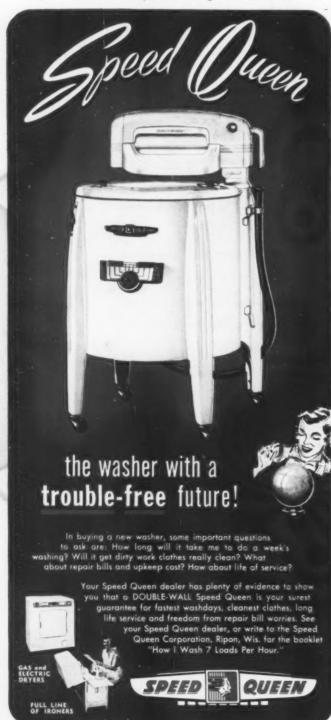
Copyright, 1951, Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, N. J. and the Du Mont Television Network, 515 Madison Ava., New York 22, N. Y.

#### PRE-SELLING FOR YOU

FAMILY CIRCLE WOMAN'S DAY HOUSEHOLD AMERICAN HOME MODERN ROMANCES HOLLAND'S SLINSET

CHRISTIAN SCIENCE MONITOR

plus 21 State Farm Papers blanketing the rural market.



#### **ECONOMIC CURRENTS**

#### A Lull in the Boom

(By McGraw-Hill Dept. of Economics)

FOR the moment at least, gauging the general business outlook has regained some of the attributes of a sporting proposition. Along with those of spring, there are enough harbingers of some let-up in the boom to introduce an element of risk in simply singing the old refrain about rushing business and rising prices.

However, after much painstaking searching, we cannot find anything on the horizon which portends more than a temporary lull in booming business and soaring prices. And, although it is outside of the line where we know any more than we read in the papers, we have no trouble envisaging international developments—perhaps some Russian air aid to the beleagured Chinese in Korea—which would again intensify both the boom and the inflation.

Five developments appear to be primarily responsible for the considerable volume of feeling that the boom and inflation are tapering off. They are:

- 1. The announcement that the Federal Reserve Board and the Treasury are in full accord on steps to be taken in monetary and public debt management. Since the Federal Reserve people have been represented as avid for much more rigorous controls on inflation via credit controls such an agreement would imply that we'll get them.
- 2. What looks like a considerable amount of languor in getting the defense production program rolling. This is hard to establish. But it is certainly true that the automobile industry has been turning out cars at a record clip and television sets are running out of dealers' ears—a situation hard to reconcile with the emphasis on military production in the headlines.
- 3. A big pileup of business inventories, held by citizens nervous enough to unload them if sagging prices advised them to do it. This is true in the textile field, as well as in television and then appliance lines.
- 4. A marked tendency of the stock market to droop. A positively dazzling postwar record of telling nothing about general business prospects has not, it seems, destroyed the prestige of the stock market as a totem pole. In the last few weeks, too, prices of the sensitive commodities have been easing off. The Dow-Jones index of commodity prices dropped about 3% between mid-February and mid-March.
- 5. An increasing volume of conversation about a Russian "peace offensive" which, in some way not very clearly disclosed, would convince the American people that we don't need to mobilize to survive.

#### NO MORE THAN A LULL

We think that the agreement between the Federal Reserve Board and the Treasury is important, but more for

the long-run business outlook (over the years) than for the immediate (near) future. The slowness of the defense production program looks to us to be a reflection of the complexity of modern military production requirements rather than stalling on the job. In any event, our inquiries indicate that the production facilities involved in the defense program will, in one way or another, continue to be stretched virtually taut.

It strikes us as well within the realm of possibility that there may be some jittery unloading of inventories in the period immediately ahead. If so, it would presumably knock down a number of prices, primarily in the field of consumer goods. Some of the imported foods, cotton textiles, and perhaps television sets and other appliances seem likely candidates. This, in turn, might lead to some reductions in production schedules.

#### MR. WILSON AND WAGES

But lest you become excessively preoccupied with the vision of a large break in prices of consumer goods, turn your attention to the one of the momentarily submerged facets of the flambovant conflict between Mobilization Director Charles Wilson and the labor leaders, ex J. L. Lewis. This particular facet is the labor leaders' contention that it amounts to cruel and unusual punishment for Mr. Wilson's stabilization crew not to approve a wage increase of more than 10 percent since January 15, 1950. While contemplating this atrocity, bear in mind the fact that a general round of wages on that order would add about \$10 billion more to the income of the nation's consuming public. That's clearly enough to give consumer prices another large upward jolt.

#### CAPITAL GOODS-SOARING

Further to fortify the boom, if it should falter, is the truly collosal program of capital expenditures which American industry wants to carry out this year.

The surge in capital goods, in fact, promises to keep heavy industry going in high gear at least until the military program gets going. It is not now possible to put precise dimensions on military production, but industry's new plant and equipment program is a lot bigger than the military "hardware" program currently—and it promises to remain out in front for some time to come.

For these reasons—incomes going higher, soaring capital investment and the military program—it seems to us that American industry's productive facilities will be stretched taut for a long while to come.

End

#### Desk Fans



MODEL 562—50-60 cycle, 10" oscillator, 1-speed, delivers 700 C.F.M., apolescent Windsor green finish.



MODEL 1049-50-60 cycle, 10° os-cillator, 1-speed, delivers 600 C.F.M., light ton finish.



MODEL 481—25-60 cycle, A.C. or D.C., 10" oscillator, 2-speed, delivers 800 C.F.M. on D.C., blue-gray finish.

#### **Exhaust Fans**



NEW Model V-320A Challenger Vent Fan.—50-60 cycle, 20" guarded blade, rubber mounted, delivers 3300 C.F.M., black wrinkle finish; operates in either vertical or horizontal position.





let V-105 Signel Ring Type & Fen—feather-weight model can sounted on wallboard; features 10" I-type fan blade and cast akminum tring ring; delivers 700 C.F.M.



MODEL 361-60 cycle, 12" oscillator, 3-speed, delivers 950 C.F.M., black wrighte finish



MODEL 1249—50-60 cycle, 12° oscillator, 2-speed, delivers 850 C.F.M., apalescent Windsor green finish.



MODEL 1251—50-60 cycle, 16" os-cillator, 3-speed, delivers 1500 C.F.M., glossy black enamel finish.



MODEL 1649—50-60 cycle, 16° os-cillator, 3-speed, delivers 1250 C.F.M., opalescent Windsor green finish,





Exhaust Fan — 24" model, 2-speed delivers 4000 C.F.M.; has 34 h.p thrust type boll bearing capacitor motor, operates in either horizontal

#### Pedestal Fans

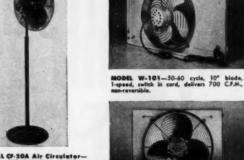




MODEL C7-20A Air Circulater— 60 cyde, 20° blode, 2-speed, delivers 3300 C.F.M., telescopic floor stand provides height adjustment from 4' 4" by 7' 6"—Roor to center of fan; wing nuts allow fan to be titled—varying angle of operation from vertical to 15 degrees below horizontal, in 15 degree stantes.







MODEL W-201-50-60 cycle, 20" blade, 3-speed, switch on panel, delivers 3300 C.F.M.,

Window Fans



Model WR-122 Bestrically Reversible Window Fan — 50-60 cycle, 12" blade, 1-speed each way, switch on panel, delivers 900 C.F.M. in both directions.



Model WR-162 Electrically Reversible Win-dow Fan.—50-60 cycle, 16" blade, 2-speeds each way, switch on panel, delivers 1500 C.F.M. in both directions.



Floor Fans





MODEL V-SOA Wall Fan — 50-60 cycle, 10" blade, 1-speed, delivers 650 C.F.M.; finish inside frame and door white baked enamel, balance brown MODIL TF-12 Secretaire — 50-60 Cr./M.; Mish inside frame and door cycle, 12" floor fon, 3-speed, delivers 2400 C.F.M., beverage resistant, honding the common control of the com



will pay you well to sell Signal and alignet Pons in '51 . . . for Signal Pons is built to SELL and STAY SOLD! They n'y come back for repairs which out my your profits. Get the Signal story

#### MAIL THIS COUPON TODAY!

Signal Electric Mfg. Co., Menominee E, Michigan RUSH complete information and discount schedule on the SIGNAL-COOLSPOT Fan Lines for '51.

E am:	(Check	ens)	Dealer*	Distributor

aler, give us name and address of your Distributor

SIGNAL LECTRIC MIFG. CO., . MENOMINEE 8, MICHIGAN



UNIVERSAL

**SEWING MACHINES** 



- The time is right. The Home Sewing Market has never been beliebter.
- 2 Universals are priced right. Many customers pay cash for Universals.
- 3 Guaranteed operation! Proven performance in over a decade of successful selling.
- Contact your nearest branch—don't delay come in, let's talk it over!
- A. Your own private brand -- If you wish.
- 5 All wanted features: round bobbin; full size machine head; 7 speed 1/15 hp AC DC Universal Sewing Machine motor; consoles, desks, and portables, wide choice of cabinet styles and finishes.
- 6 National distribution. 3 main offices and warehouse centers, strategically located, to serve you.



## STANDARD SEWING EQUIPMENT CORP.

NEW YORK

CHICAGO 1929 So. Halsted St. LOS ANGELES 569 So. San Pedro

#### Free Photographs Build Extra Sales

HEN a Hempstead, N. Y., retailer tried to set up a newspaper ad featuring "the faces of our customers" and went around to collect photographs from some patrons of long standing, he found that practically none of them had a recent portrait available. The discovery led him to develop a clever, inexpensive merchandising idea that any retailer can use any time of the year.

He wanted to offer his customers free self-portraits with the purchase of a certain amount of goods, and he wanted to keep the amount low. What he needed was a portrait studio that would do the camera work cheaply for the sake of volume business. Almost immediately he found a new photographer, anxious to introduce himself to the community, who offered to take one photo of each new customer free, in return for the store's permission to solicit the sale of extra prints, color work, etc., after the original was de-

#### Small Purchase Supplies

Now the retailer displays colorful signs in his window and on his counter showing a typical 8x10 portrait, with the tagline "An 8x10 Photo of Any Member of Your Family". The copy below explains that the portrait will be furnished at the store's expense with the first \$5 spent by any new customer. Each purchaser gets a certificate authorizing the commercial photographer to take his picture whenever an appointment can be made. The dealer tells the customer that the stunt is meant to build goodwill and welcomes him to the store.

Word-of-mouth advertising has brought people miles out of their way to capitalize on the Hempstead retailer's offer. He says, "The idea seems to have particular pull because so many people never get around to having a portrait made until something prods them into action. Our offer is the ideal prod."

End



"WOULD YOU WRITE OUT AN ORDER FOR AN A-6 WASHER FOR THIS LADY, MAC?—MY DOCTOR SAID I SHOULD TAKE IT EASY FOR A WHILE."

# KRESKY DEALERS RING UP ONE-FOURTH OF U.S. TOTAL OIL FLOOR FURNACE SALES

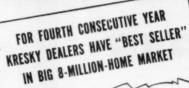


40,000 to 112,800 B.T. U. Output Seven Models

Automatic or Manual Control Easy to Install

Floor or Dual Wall Registers A Major Home Appliance

THE BIGGEST SELLER OF THEM ALL



25 per cent of the industry's national sales. That's the Kresky Story year after year. Such figures speak for themselves.

They're not surprising.

After all, Kresky *pioneered* the oil floor furnace. It marketed the first one ever sold in America.

Thanks to progressive engineering research, Kresky has never lost this original lead. Today – as always—"Kresky" means Sales Leadership in automatic oil floor furnaces.

Heart of all Kresky Oil Floor Furnaces is the *exclusive* Kresky Forced Air Induction Oil Burner...the burner that revolutionized oil heating.

It has imitators. But none of them has *all* the features that make the patented Kresky burner what it has always been—the finest oil burner made. It's still unequalled for clean, low-cost, automatic oil heating.



THE ORIGINAL FORCED AIR INDUCTION OIL BURNER

Actually prove this to prospects right in your store with Kresky's Burner Demonstration Kit. It puts a real "haymaker" in your sales talk.

Why not let a Kresky district representative blueprint your share in Kresky's ANNUAL QUARTER OF NATIONAL SALES PROFIT? If you'd like him to call, or if you want more information right away (or both!), just fill in and mail the coupon below.

KRESKY MFG. CO., Inc.

2nd and H Streets, Petaluma, California



MAIL THIS COUPON	TODAY!
KRESKY MFG. CO., INC.	451-EM
2nd Street, Petaluma, California	
Ask your District Representative to call and pinpo	int Kresky's market in my area.
Send me complete facts and figures on Kresky Oil	Floor furnaces by return mail.

A Good and Honored Name

Amana



The job is done. The Amana nameplate is being attached to the freezer. And now, another Amana is on its way to a dealer's showroom.

That Amana nameplate represents more than a piece of metal; it is the proud signature of every hand that helped produce the Amana freezer. The men who make Amana freezers ARE proud men . . . proud of their craftsmanship . . . proud of their inherent skills which have been handed down from father to son for many generations.

This Amana tradition of fine craftsmanship inspires Amana dealers. They, too, share the pride of selling Amana, the finest of food freezers. Their Amana franchise is their badge of honor. Amana's exceptionally complete line of both chest and upright model freezers, in a wide range of sizes, offers dealers the opportunity to satisfy the requirements of EVERY prospect, regardless of the size of the family or type of home. These obvious selling advantages, backed by hard hitting, national advertising and sales promotional material, assure Amana dealers of MAXIMUM profits . . . profits that grow with each passing year.

Yes, more precious than riches or fame . . . is a good and honored name.



AMANA REFRIGERATION, INC.

#### No Dust Bag to Empty

ROYAL "cylinder" Cleaners, Models 290-A and 280 are equip-ped with "Toss Out" paper bags. Great time and work savers.



ROYAL Model 280—An efficient and well built cleaner—a rapid seller and profit maker. Has complete tool equipment and handy storage kit. Equipped with the new ROYAL "Toss Out" paper bags.



Model 290-A



ROYAL Model 290-A-No finer cleaner at any price. A complete, highly perfected home cleaning system that cleans with maximum ease and speed. New type, high speed motor - leakproof swivel nozzle. Complete tool equipment with convenient storage kit. "Toss-Out" paper dust bags.

ROYAL Model 270-A full size, full powered cleaner that will do a superb job and give many years of faithful service. Its low price and fine quality make it an outstanding value.

ROYAL Model 250-A full powered cleaner that will outperform many cleaners selling for almost double its price. Ideal for small homes and apartments because of the small storage space required. A fast-selling cleaner that pays you a good profit.



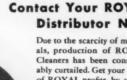
Model 270

ROYAL Cleaners are sold only through dependable local dealers.



#### Contact Your ROYAL **Distributor Now**

Due to the scarcity of materials, production of ROYAL Cleaners has been considerably curtailed. Get your share of ROYAL profits by ordering now.





ROYAL VACUUM CLEANER COMPANY, Cleveland 8, Ohio CONTINENTAL ELECTRIC COMPANY, LTD., Toronto 28, Ontario, Canada

Money is made on Turnovers, Lost on Leftovers. Sell the Quality Cleaner with the Fast Turnover - ROYAL

leads the world for value

# SOUNA, SOUR WINDS



Fits both sash and casement windows exhaust or intake—Nature's principle of room cooling! Window Fan

MODEL 4-Handsome, sparkling beauty in streamlined plastic design; harmonizes with any interior furnishing scheme. Astonishing performance!—patented "louver-directed air" feature gives 45 to 50% increased efficiency. Moving a larger volume of cool air, it quickly floods the room with fresh, cool comfort.

Easy installation without tools; fits either sash or casement windows. No unsightly baffles or sliding panels.

Adjusts to any direction; 3 speeds; either exhaust or intake. Portable for use in any room, any window—or on floor or table.

5-YEAR GUARANTEE

WELCH

APRIL, 1951-ELECTRICAL MERCHANDISING

# in Comfort Sales!

DIFFERENT SOPER-FLOW ACTION - almost double efficiency - smartly styled in modern plastic - this Welch FOUR-WINDS window fan is the sensation of the industry. It is the product -

#### TO SPEARHEAD 1951 VOLUME SALES!

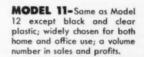
Its all-purpose convenience - easy installation in sash or casement windows - and amazing louver-directed air action, are easily demonstrated to any customer on-the-spot!

Here is the NEW member of the famous Welch family of Air-Flight Circulators - offering superb quality and performance at a massmarket price. Other Welch models assure sales and profit opportunities at every price level.

STRONG PROMOTIONAL SUPPORT makes these Welch Air-Flight Circulators and Window Fans a "main-line" activity.

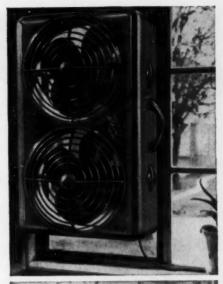
IMMEDIATE DELIVERIES.

MODEL 15-Styled and priced to hit the mass market with a smashwallop. Now in second year of top popularity.





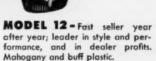
ACROSS THE BOARD!





#### TWIN-MASTER

Reversible motors and blades—offers amazing results with 2-way action. 6-speed combination control; exhaust or intake. Fits regular or casement windows, wood or metal, installed without tools. Handsome, vet unobtrusive-harmonizes with any decorative scheme; gray baked enamel finish.





CIRCULATORS



## Your customers talk-

when they own a



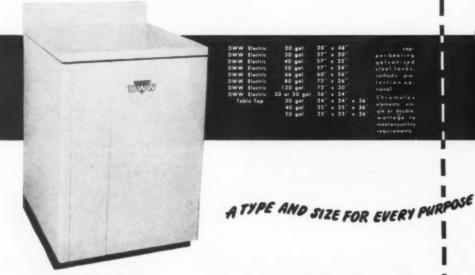
automatic electric WATER HEATER



... And how they talk—it's something to tell their friends about. And naturally they recommend you as their dealer. How easy it is to turn these prospects into new customers when you can offer all the sales-appealing "plus" features of a D. W. WHITEHEAD Automatic Electric Water Heater.

Among these many features are: Plenty of clear hot water • Economy • Trouble-free performance • Advance design • Precision engineering • Gleaming enameled casing • Table-top models for extra work space, upright models to conserve floor space • Adjustable thermostats • Extrathick Fiberglas insulation • Underwriters' approved heavy wiring • Double extra-heavy galvanized steel tank • Heat trap to prevent back circulation in piping • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Cathodic protection by magnesium rod • Easily removable porthole cover • Chromalox immersion heating unit

\* D. W. Whitehead also features an exclusive baffle at cold water inlet. This prevents mixing of hot water with incoming cold, insuring consistently even water temperature and greater economy of operation.



#### **Nationally Advertised**

LIBERAL 10 YEAR GUARANTEES ON EXTRA-HEAVY COPPER-BEARING GALVANIZED STEEL TANKS WHEN ORDERED WITH CATHODIC PROTECTION

## D-W-WHITEHEAD

D. W. WHITEHEAD MFG. CORP. 607 West Ingham Ave., Trenton 8, N. J.



# General Electric presents front-opening, <u>easy</u>-loading



# its sensational <u>new</u> Automatic Dishwasher!

Dealers can now offer customers a choice of G-E models!

New Dishwasher provides extra counter space!

W 1TH THIS new addition to the great G-E Automatic Dishwasher line, you'll be able to answer the particular needs of every customer!

You can now offer a choice of the two leading types of automatic dishwashers—the top-opening model, and the equally popular front-opening one. A choice of G-E's—a choice of the best! A double-barreled sales story for you!

It's good to know, too, that General Electric is backing

its complete dishwasher line with terrific, all-out advertising and promotion. Another excellent reason why G-E dealers are in the best possible sales spot today!

When introducing the great new G-E to your customers, it will pay to remind them that they're getting not only famous General Electric dependability, but a combination of worksaving, timesaving features that can't be beaten by any other dishwasher.

## Here are the features of this new G-E Automatic Dishwasher that will help you sell!

Front Opening —Glides out from under counter smoothly and easily—gives you extra work space on top at all times!

Easy Loading —No tiresome bending or stooping! Glides out so far you have complete, easy access to all the racks!

Completely Automatic —Turn one control and dishes, glasses, pans and silver are double-washed, double-rinsed and dried—sparkling clean!

"Spray-Rub" Wash Action — Gets rid of sticky foods and grease! Gives uniform action for many dishes or just a few.

Plastic-coated trays—a smooth, soft vinyl plastic coating prevents chipping, and handles the finest china and glassware easily—safely.

Culrod<sup>®</sup> Heating Unit — Provides extra heat the instant dishwasher starts. Keeps hot water hot during the double wash—double rinse! Dishes are washed to hygienic cleanliness!

Drying by Electrically Heated Air—Calrod-heated air is circulated up around the dishes—drying everything to a crystal-bright glitter!

Large Capacity —Washes complete family service for eight. Once-a-day dishwashing for the average family of four!

Low Installation Cost — Wiring and plumbing readily accessible—designed for simplified, quick installation!

Long-losting Dependability — General Electric's famous name assures you long years of top-quality performance!

Trim and specifications subject to change without notice.

You can put your confidence in-

GENERAL



ELECTRIC

# MORE BIG NEWS!



NEW! MEURITAY GAS RANGES

All the features that mean so much to every customer! Beautiful styling: marvelous "waterfall" top flows over edge of range . . . one smooth, seamless surface to clean. No burner bowl seams, either . . . bowls are all part of the one-piece top! Gleaming acid and stain resistant porcelain enamel coats every range. This supreme quality Titanium finish is ever-white . . . is unaffected by fruit or vegetable acids.

Dependable oven heat control!

Robertshaw precision thermostats accurately govern heat for perfect baking and roasting. Interval timer, built into fine electric clock (on top models) allows up to 4 hours exact timing. Ovens are extra-large, fully porcelain enameled, with rounded corners so easy to clean!

High, swing-out, smokeless broiler! Fats can't burn and cause unpleasant odors. Easy to reach! And there's a Murray Gas Range to suit every kitchen, every budget.

# MONEY-MAKING NEWS!



#### MINEUR RAY ELECTRIC RANGES

A complete, 1951 selection of wonderful, automatic electric ranges! Your customers will marvel at the many desirable features.

Now just a glance at the beautiful backguard and they can select the heat intensity they want. A series of push-buttons (representing the 7-heat intensities of each of the surface units) are colored from deep red (hot) to light pink (simmer). Through this graduated-color method, the modern cook can know the heat intensity before pushing any buttons!

Quickly-cleaned flat coils spread

the heat evenly ... help make highspeed electrical cooking a reality. They can be raised easily, in position, and cleaned on both sides.

tion, and cleaned on both sides. Giant oven has clear-view, double-paned window that never steams up. Oven is inside illuminated, of course. And every Murray oven is Fiberglas insulated for top efficiency, cool kitchens. Dependable Robertshaw controls, deepwell cookers, timed appliance outlets, unit welded frames (for lifetime service), silent nylon drawerrollers are just a few more Murray features your customers will buy!

### FOR MEURICAY DISTRIBUTORS AND DEALERS!



#### INTURERAY CABINETS AND SINKS

All-steel cabinet sinks with every modern convenience. 66" model has double drainboards and sumps, breadboard, cutlery tray, storage space galore, vegetable basket. Other models in 54" and 42" sizes. Beautifully styled wall cabinets

Beautifully styled wall cabinets with adjustable shelves, concealed hand grips, strong, semi-invisible hinges. Matching base cabinets, too, have sound-insulated doors, in addition to silent, brass-runner drawers for that solid feel. Durable Vinyl, plastic tops are wear and stain resistant . . . are edged with heavy chromium band for highest-quality appearance! Only acid and stain resistant porcelain enamel coat Murray sinks; hi-baked enamel on all cabinets.

## MURRAY

THE MURRAY CORPORATION OF AMERICA . HOME APPLIANCE DIVISION . SCRANTON 2, PA.



complaints

compliments



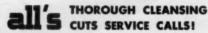
**CUTS SERVICE CALLS** 

. keeps the ladies happy!



#### all's CONTROLLED SUDSING

No soap or messy suds to overflow, clog or slow down automatic washers when your customers use all. Fewer service calls—all protects your washer profits, keeps customers happier.



**all**, the complete detergent, includes softener and wetting agent, assures thorough, safe washing of all fabrics and soft, fluffy, fragrant clothes. **all** cuts complaints and service calls!



#### IS THE PERFECT TEAMMATE FOR AUTOMATIC WASHERS

Get the facts about **all's** action-stirring promotion program, Blue Card Demonstration Plan, Store Clinics, Home Laundry Consultants, National Advertising, Special Local Promotions. Write for full information today.





DETERGENTS, INC., Columbus, Ohio



#### all's TRUE ECONOMY

One package of **all** convinces most housewives of its greater efficiency and real economy. They save with **all!** They repeat on **all!** Perfect washings become a habit with **all**—free from problems and service calls!

For Horton Dealers

Here's a
Super-Duper Promotion
That Will Make Your
May and June Sales
Sing!





# 'specially Timed National Advertising

... THE OVERTURE to these selling months is a powerful full-page color advertisement in the Ladies' Home Journal, reaching one out of every two of your potential customers. Hundreds of women in your immediate neighborhood will see this ad on Horton's automatic washer. Your local ads will tell them where they can buy. The ad is timed to hit the newsstands a few days before the first of May—to kick off Horton's new...

# Easy-To-Use Promotion To Bring 'Em In Quick!

It's Great! It's New! It's a plan designed to create heavy store traffic—and to sell not just Horton products but every appliance in your store!

This sensational retail sales promotion is ready with a complete kit to furnish you a galaxy of merchandising aids—newspaper ads, display ideas, radio commercials, plus a dramatic giveaway plan, complete with souvenirs. You can move a lot of merchandise now! You can pre-sell a lot of prospects for the future!

Write Today for Complete Details:

### HORTON

Washers · Dryers · Ironers

Horton Manufacturing Company
Fort Wayne, Ind.

Horton Since 1871



## get set for a *PARADE* of prospects



A Universal Favorite!

Owners rave about the Universal's ability to per-Owners rave about the Universal's about to perform with elarity and volume even in remote locations where many portables fail. Has an extra-powerful circuit with Tuned R. F. amplification, a powerful circuit with raised R. F. amplification, a more sensitive Alnico 5 Speaker, the exclusive Wave-magnet\*, AC, DC or battery operation. Smartly styled buffalo-grained case in Black or Brown.

Summer's outdoor, away-from-home, on-the-go activities call for Zenith Portable Radios-and promise you your biggest selling season. So cash in by tieing-in with Zenith's big Portable promotion. Talk, show, demonstrate and sell Zenith Portables!



#### World Famous and World's Finest! **ZENITH TRANS-OCEANIC**

Extra-powered for long-range reception. Brings in Standard Broadcast plus international Short Wave on 5 separate bands. Plays anywhere —on bonts, trains, planes and is Humidity-Proofed against loss of sensitiv-ity. AC/DC or battery operation.



#### A Real Money-Maker! ZENITH TIP-TOP HOLIDAY\*

Stunning, streamlined and a standout performer! Lid swings up to reveal giant dial—give tip-top tuning ease. Set plays when lid is up, shuts off when closed. Handsome cabinet in Ebony or two-tone Blue-Grey plastic. AC/DC or battery sagests.



#### Profitable ZENITH ZENETTE\*

A giant in performance—but tiny in size! Operates on AC/DC or battery. Zenith built extra power into the Zenette to give extra enjoy ment—and value. Ebony, Burgundy or White plastic case. \$3995

\*Reg. U.S. Pat. Off. †Suggested retail price. West Coast and far South prices slightly higher. Prices subject to change without notice.

Here's an exciting-selling display for every Zenith portable! Put it to work in your window or on your sales floor and watch it turn store traffic and street traffic into a sales circus.

SPECIAL DISPLAY VALUE!

Your distributor has the details on this "Early Bird Display Special" but it's on a while-they-last basis. It's a real display bargain so don't wait-ask your distributor today!







ZENITH RADIO CORPORATION 6001 DICKENS AVENUE . CHICAGO 39, ILLINOIS

APRIL, 1951-ELECTRICAL MERCHANDISING

# INDEX OF 140 120 DESIGN CONSTRUCTION FEATURES PRICE RANGES BOR South Any dealer who wants an independent line as a price leader to beat the best that competition can offer has the tools to work with in Preway electric ranges. Solid sales appeal is packed into this well-balanced short line that gives women what they want . . . in style . . . in convenience features . . . in quality construction . . . AND IN PRICE.

Anyone who knows electric ranges at all — can rate these values by the simple expedient of a comparative score card. Try it. Get the facts; then draw your own conclusions. Do this and you'll see why Preway is the line in electric ranges — and gas ranges, too — that alert appliance merchandisers everywhere are using to their advantage.

PRENTISS WABERS PRODUCTS CO. 9451 SECOND STREET HORTH, WISCONSIN RAPIDS, WISCONSIN

Not just a "Face-lifting," but the WORKS...



New Line of Refrigerators

every model New . . . top to



## Exclusive



Here's fast, completely automatic defrosting that's really perfected. Defrosts itself in minutes -every night! Housewife sets time for defrosting once...then forgets it forever. It's the biggest selling point in refrigeration history!

#### Tell your customers the whole truth about self-defrosting!

They hear plenty of claims about "automatic" and "no-defrost" refrigerators. But tell them how Norge—and only Norge—offers completely automatic Jet Self-Defrosting. No hidden drain pipes to clog or corrode. No "counting buttons" to start the defrost cycle just at mealtime, or fail to start it at all if the user isn't home to open the door! No frost to be scraped away . . . for Norge defrosts on schedule, every night . . . in minutes!



RGE Out of this World! .

in design, style, new features!

# offers a Complete for '5/!

bottom, inside and out!

#### Smart new features make NORGE most convenient refrigerator ever designed!

Nine brilliantly-planned models, NEW from top to floor ... inside and out! They sparkle with new brilliance, new design, and have dozens of surefire selling features. NOT a revamped line or a "face-lifting" of last year's

models. This is IT-the WORKS ... in styling, design, and features women want, ask for, and buy. See it! Compare it! You'll agree that the 1951 Norge Refrigerators are the hottest line in the appliance field.

#### It's the added features that sell ... and NORGE has them!

Scores of them! Just what the little lady ordered and will immediately want when she sees the new NORGE.

So, if you really want to make a customer out of a prospect in a big hurry, do this:

SHOW 'EM Norge's full-length Handidor with shelves, exquisite new contour styling, Egg Nest, new Dial-A-Temp cold control, extra large Meat Keeper, and the dozens of other strong selling features.

TELL 'EM how the new Power King Rollator provides more cold with less current . . . how it wears in and not out. Tell 'em about the exclusive automatic NORGE Jet Self-D-Froster . . . about NORGE'S famous 5 year Protection Plan and One Year Warranty.

SELL 'EM and let the marvelous performance your customers will get from their Norge refrigerators make every new owner a Norge "salesman" . . . give you a steady flow of pre-sold prospects!

LOOK

at these new, exciting, sure-fire selling features

NEW



NEW

BUTTER BANK illt right into the fider. Choice



NEW

BOTTLE OPENER

Right above the door latch. Permanent. Ready for instant use.



NEW EDEE7ED.

CHEST Full width. Holds Full with pound up to 52 ½ pound



NEW WATER WELL

3 quart capacity cet, Grand for fruit juices, too!



A model for every need... to fit every purse





















ELECTRICAL MERCHANDISING-APRIL, 1951

PAGE 31







PROMOTE NATIONAL BABY WEEK, APRIL 28th TO MAY 5th

Almost half your customers\* read Ladies' Home Journal . . . and buy what they see in the Journal. That's why advertisers invest more money in the Journal, per issue, than in any other magazine! These are your brand headliners in the Journal. For more sales, profits, prestige . . . STOCK, PROMOTE, DISPLAY, ADVERTISE these brands!

Air-Way Sanitizor Vacuum Cleaner American Reauty Flectric Iron Arvin Automatic Flectric Iron **Arvin Electric Housewares** Arvin Lectric Cook

Cadillac Vacuum Cleaners Caloric Gas Ranges Club Coffeeware Crane Bathroom Fixtures Croslev Electric Range Crosley Freezer

Deepfreeze Electric Range Deepfreeze Home Freezers Deepfreeze Refrigerators **DeVilbiss Vaporizers** Dexter Twin Tub Dexter Twin Tub and Single Tub Washers Doray Defroster

Easy Spindrier Electresteem Vaporizer Electresteem Vaporizer and Electresteem Vaporizer, Portable Steam Radiator, Electresteem Rahy Bottle Warmer and Electresteem Baby Bottle Sterilizer **Evenflo Nursing Units** 

Farber Automatic Coffee Maker Farherware Stainless Steel Cooking Ware Federal Enameled Ware Firestone Home Appliances Fletcher's Can-Well Canner Fletcher's Can-Well Cold Packing and Preserving Fletcher's Roastwell Roasting Pan Frigidaire Automatic Washers Frigidaire Electric Range

Frigidaire Refrigerators **G-E Automatic Blankets** 

G-E Automatic Toaster **G-E Automatic Washers** 

G-E from

G-E Light Bulbs General Air Conditioning Cooking-Refrigeration Combination

G-E Refrigerator-Food Freezer Combination

**G-E Refrigerators** 

G-E Triple-Whip Mixer

Gibson Electric Range Gibson Electric Ranges and Refrigerators

Gibson's Refrigerators Hamilton Beach Mixer and Mixette Hardwick Gas Ranges

Hotpoint All-Electric Kitchen Hotpoint Electric Ranges **Hotpoint Refrigerators** 

International Harvester Refrigerators

Johnson's Waxes and Wax Electric Polisher

Kitchen Aid Mixer and Kitchen Aid Electric Coffee Mill KitchenAids

K-M Pop-Up Toaster and Waffle Baker Kold Pak Portable Electric

L & H Lectro-Host Electric Range L & H Lectro-Host Refrigerator Lewyt Vacuum Cleaner

Magic Chef Gas Ranges Maytag Washers and Gas Range Met-L-Top Ironing Table Mirro-Matic Electric Percolator Mirror Aluminum Utensils Motorola Clock Radio Motorola Portable Radio **Motorola Radios** Motorola Television Motorola Television-Radio-

Phonograph

Murray Kitchens

**New Home Sewing Machines** Norge Gas Range Norge Refrigerator

Perfection Electric Ranges Pfaff Sewing Machines Philco Refrigerator Philco Refrigerator and **Electric Range** Philco Television Philco Television and Television-Radio-Phonograph Presto Cookers Presto Vanor-Steam Iron Proctor Household Servants

Regina Twin-Brush Electric Polisher and Scrubber Revere Ware Rid-Jid Ironing Tables and Ladders

Servel Refrigerator Sunbeam Coffeemaster Sunbeam Ironmaster Sunheam Mixmaster Sunbeam Toaster

Tappan Gas Ranges Toastmaster Automatic Flectric **Appliances** Toastmaster Pop-Up Toaster

Toastmaster Toaster and Hospitality Set Toastmaster "Toast 'n Jam" Set Toastmaster Waffle Service and Hospitality Set

Universal Coffeematic Universal Stroke-Sav-r Iron

Verplex Lamps and Shades

Wear-Ever Aluminum Cooking Utensils West Bend Electric Percolator

Westinghouse Clothes Dryer Westinghouse "Commander" Electric Range

Westinghouse Frost-Free Refrigerators

Westinghouse Home Appliances Westinghouse Laundromat Westinghouse Light Bulbs Westinghouse Refrigerators Whirlpool Automatic Washer Whirlpool Automatic Washer and Dryer

White Sewing Machine Youngstown Kitchens

Zenith Radio-Phonograph Zenith Television and Radios Zenith TV-Radio-Phonograph

\*Nearly half-47.2%-of 72,012 women shoppers interviewed in 642 retail stores of all kinds reported they read



HERE'S SOMETHING TO THINK ABOUT...

AUTOMOTICA

ACCURATOR

AND IT'S AVAILABLE ONLY

Here's something new! It's the WHIRLPOOL automatic accurator which times exactly each washing ... eliminates all guesswork. When the selected wash period is finished, a bell rings and the washer shuts off automatically. It saves time and steps. Then there's exclusive Surgiflow which creates active, more energetic water action to give unmatched washing ability. Yes... such extra conveniences and washing ability are wanted and purchased by housewives!

IN WHIRLPOOL WRINGER WASHERS

And there's more. There's giant-size, 9-lb. capacity... big adjustable wringer with feather-touch release... splashproof porcelain tub... convenient, waist-high surgiflow agitator control...sturdy all-welded construction... gleaming lifecoat finish...smarter design.

Add all these features up and you get unmatched performance that keeps customers sold not only on WHIRLPOOL but on you as a dealer in quality products. Result? More good-will... more sales... more profit for you!

#### WHIRLPOOL CORPORATION

For Over 30 Years Manufacturers of the Warld's Finest Home Laundry Equipment ST. JOSEPH, MICHIGAN, U. S. A.

IN CANADA: John Inglis, Ltd., Toronto, Ontario

WASHERS DRYERS and IRONERS

The Line That Stays Sold!



# The Admiral Electro-Dry

#### **DEHUMIDIFIER**

Stops moisture damage before it starts...automatically!

Just plug it in—it goes to work! No installation necessary. Takes as much as 20 pints of moisture out of the air every 24 hours. Does away with clammy, musty basements. Prevents costly damage from mold, mildew, rot, rust and corrosion.

It's a terrific appliance priced to make quick sales—profitable sales.

Easily portable; size, 30¾ x 12 27/2 x 12 27/2 inches; weighs approximately 58 pounds.

What a market for this amazingly effective, low-cost, dollar-saving appliance! Every home needs one. Dozens of business applications, too. It's a year-round seller.

Put an Admiral Electro-Dry at your customer's disposal for 5 days. It sells itself!

#### See how simply this remarkable appliance works!

SEALED TYPE COMPRESSOR UNIT

CONDENSATION COIL

MUMID AIR IN C 0 0 0

- No valves, no dials, no service problems
- 5-year protection plan on refrigeration unit
- Approved by Underwriters' Laboratories

WATER COLLECTS HERE

Air drawn into bottom of the unit by a small fan passes over coils cooled by refrigerant from compressor unit. Moisture in the air condenses on the coils and drops into removable container.

## Admiral

TELEVISION . APPLIANCES

3800 W. Cortland St., Chicago 47, Illinois

APRIL, 1951-ELECTRICAL MERCHANDISING

MODEL DH 351—ASK YOUR ADMIRAL DISTRIBUTOR FOR PRICES AND INFORMATION

# Hunter Package Fans open a new field for profitable sales







### Easily installed in any attic

Now attic fans can be as easily installed as other appliances you handle. Hunter's compact new Package Fan makes this possible. Fan, motor and suction box are all in one unit that requires only a ceiling opening in hallway and less than 18" clearance in attic. Fan rests on attic floor; shutter and trim cover ceiling opening. No odds-and-ends to handle, no "extras" to build. Four models, ranging from 4750 CFM to 9500 CFM, to fit any home size.

## Cool comfort at low cost

The new Hunter Package Fan is a complete home-cooling system—low in initial cost and economical to operate. It pulls in cool, invigorating breezes and drives out stale, humid air. No other small investment gives home owners so much comfort and pleasure. Quiet, trouble-free operation is assured by Hunter's 65-year fan experience. Fan guaranteed 5 years; motor and shutter, 1 year

HUNTER FAN AND VENTILATING COM

Exclusive fan makers since 1886 • 398 S. Front St., Memphis 2, Tenn.

HUNTER ALSO MAKES STANDARD ATTIC FANS, OSCILLATING FA CEILING FANS, FLOOR FANS, AIRSPREAD FANS



# LOOK WHAT'S AHEAD

for Fedders Room Air Conditioner Dealers

MOST
SALEABLE
LINE IN THE
INDUSTRY

BIGGEST ADVERTISING
CAMPAIGN
IN THE FIELD

MOST COMPLETE
MOST CO

RICHEST MARKET in the whole appliance field. Homes, hotels, doctors' and dentists' offices, tourist courts, barber shops are all red-hot prospects for Fedders Room Air Conditioners. Sell the customer completely and he'll want one for his office, his bedroom and other rooms!

MOST SALEABLE LINE! Nine models—spear-headed by the sensational new low-priced 1/4 ton unit that provides easy step-ups to the 1/2 ton, 1/4 ton, 1 ton and 11/2 ton models. Exclusive consumer benefit features!

DIGGEST AD CAMPAIGN! Hard-hitting ads in Life, Saturday Evening Post, Time, Holiday, National Geographic, Newsweek and seven other top-flight national magazines, plus newspaper ads and nation-wide TV spots!

MOST COMPLETE MERCHANDISING PACKAGE! Everything you need for point-of-sale merchandising—folders tailored for each type of prospect—plus two complete direct mail sales campaigns! Don't turn your back on the terrific 1951 profit potential with Fedders. Mail the coupon...or call your Fedders distributor... NOW!

Fedders' new low-price 1/3 ton capacity room air conditioner

MAIL THIS COUPON TODAY FEDDERS-QUIGAN CORPORATION, Unit Air Conditioner Division Dept. EM-3, Buffalo 7, New York.

Gentlemen: Please send me complete information on how I can make extra profit selling the 1951 line of Fedders Room Air Conditioners.

Name

Company

Address

City

County

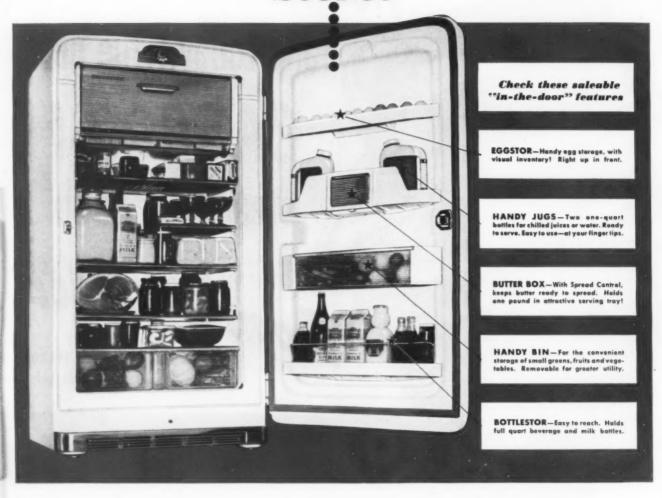
fedders

A GREAT NAME IN COMFORT

APRIL, 1951-ELECTRICAL MERCHANDISING



## Here Is The Most Important Door In YOUR Store!



The Door of the Deepfteeze Refrigerator Is The Door To Most Sales for You! What makes a woman buy one refrigerator in place of another? Principally-she buys features. The new Deepfreeze Refrigerator has "buy-catching" features, the kind that interest a woman because they offer her more in convenience, service, economy and performance. In addition to features, the Deepfreeze Refrigerator is styled for the most exacting taste and engineered for the best possible performance for the longest possible time.



HOME FREEZERS





REFRIGERATORS ELECTRIC RANGES



# These Superior *Deepfreeze* Features Mean Better Living For Consumers, *More Sales for You!*





# **DEEPITEEZE** is Practical on the Inside, Beautiful on the Outside!

The jewel-like name plate, the bright chrome finished latch, the embossed swirl and flowing lines highlight the beautiful classic design. Deepfreeze is a gem in the kitchen—a masterpiece of refrigeration engineering.

IN '51-GO BUY THE NAME





#### Deepfreeze FREEZER COMPARTMENT

Only Deepfreeze has the genuine Deepfreeze Freezer Comportment that keeps ice cream hard. Separate freezer shelf holds 56 ice cubes in three handy trays!

FROZEN STORAGE CAPACITY MORE THAN SO POUNDS

Deepfreeze HIGH HUMIDITY CRISPERS

Hold over one-half bushel of fruit and vegetables!



#### Deepfreeze FROZEN STORAGE DRAWER

Insulated full-width drawer below Freezer Compartment provides extra storage for packaged frozen foods and quickchilling salads, desserts, etc.



#### Deepfreeze 10-POINT COLD CONTROL

Eliminates guesswork, permits easy selection of desired tem-



#### Despfreeze ADJUSTABLE SHELVES

Conveniently provide maximum storage for bulky as well seems. Space for tall quart, half gallon and gallon bottles. Anodized aluminum shelves with gold trim are easy



#### Deepfreeze OPERATING WARRANTY

Five-year protection plan offers one-year warranty on refrigerator, additional four years on sealed-in mechanism!

#### See Your Distributor-P. D. Q.

For Details About the Greatest Appliance Franchise in '51!

Your Deepfreeze franchise gives you a head start for greater appliance profits in '51! Have your Deepfreeze distributor explain it in detail... find out what Deepfreeze will do this year to help you sell. You can share in the Deepfreeze profits from the very start.

#### ...Or Send Coupon for ALL the Facts?

Deepfreeze Appliance Division

Motor Products Corporation, North Chicago, Illinois

Gentlemen: I'm interested in the greatest appliance franchise for '51! Please give me the complete story—P.D.Q.

Name\_\_\_\_\_

Phoof\_\_\_\_

City\_\_\_\_\_Sono\_\_\_Nato\_\_\_

©1951 Deopfronza Appliance Division, Motor Products Corporation, Horth Chicago, Illino



Install the type of Electric Water Heater that best suits the job—tank-type or table-top. Be sure to sell a size that's adequate.

#### for these 6 reasons:

- 1. **ECONOMY**—Because an Electric Water Heater has no flue or vent, it can be installed anywhere in the house. This means a saving on installation, and minimum radiation losses, because of short hot water lines.
- 2. LONG LIFE—An Electric Water Heater is built to last a long time, requires minimum service, because it's electric.
- 3. FULL INSULATION—Electric Water Heaters are fully insulated. This helps keep water at desired temperature, and reduces heat loss.
- 4. CLEAN An Electric Water Heater is as clean as electric light.
- 5. AUTOMATIC—The automatic temperature controls and ample storage capacity of the Electric Water Heater provide hot water at the turn of a faucet, without any attention.

**The 6th Reason?** Because dealers found out that selling Electric Water Heaters means a minimum of service calls, and a longer list of satisfied customers!

SELL ELECTRIC

WATER HEATERS

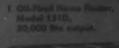
They're what people want!

ELECTRIC WATER HEATER SECTION

National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N.Y.

ALLCRAFT • BAUER • BRADFORD • CRANE-LINE SELECTRIC • CROSLEY • DEEPFREEZE • FAIRBANKS-MORSE • FOWLER • FRIGIDAIRE GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH • NORGE PEMCO • REX • RHEEM • SEPCO • A.O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE





# Why Sell Heating The Hard Way...

## Oil or Gas EVANS Gives You?

#### 1. THE FEATURES

NO MATTER WHAT LINE YOU NOW HANDLE, the Evans line gives you features that are head and shoulders above competitive makes . . . no doped up gadgets that spell sales and service trouble but real sales advantages like fan-forced, floor level heat, Heatwave blower, simplified lighting, the amazing Humidifan that provides home conditioning 12 months a year . . . advantages that your customers want and need.

#### 2. THE STYLING

NO MATTER WHAT LINE YOU NOW HANDLE, the Evans line gives you styling that is head and shoulders above competitive makes . . . beautiful furniture piece styling that blends with any home furnishings; blond or mahogany; modern or traditional . . . Evans . . . the first to have low-boy console styling, set the standard of the industry with this important development.

... that every customer wants in the most complete line in the industry

3 Oil-Fired Home Heater, Model 1610, 60,000 Bly outsul.



Cas-Fired Home Heater, Model G151,



Gas-Fired Home Heater, Model G161, 65,000 Btu input (blower optional).









11 Coe-Fired Radiant Home House Madel GR151 S0 000 Reviewed

#### 3. THE PERFORMANCE

No matter what line you now handle, the Evans line gives you performance that is head and shoulders above competitive makes . . . Evans heaters provide nearly twice the radiant heat output of conventional heaters . . . Evans big heat transfer surfaces get more heat from every drop of fuel . . . Evans engineering and design permits easier service than conventional heaters.

#### 4. THE PRICES

NO MATTER WHAT LINE YOU NOW HANDLE, the Evans line gives you prices that are genuinely competitive with other makes . . . Evans gives you real sales value to talk about at "sharp pencil" prices customers can afford to pay . . . margins that give you room enough to "swing" the deal without sacrificing all your profit. Evans EXTRA features, Evans EXTRA value, Evans EXTRA performance, give you the edge almost every time.

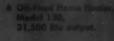




**EVANS** 

PRODUCTS CO.

Heating and Appliance Division, Plymouth, Mich. In Canado . . . The Eureka Electric Co., Kitchener, Ontario EVANS gives you sales advantages that sell "heating the EASY WAY





7 Oil-Fired Floor Furnace, Moder 450, standard and deluxe models, 55,000 Btu output.



S Gas-fired Floor Furnace, Model Constantial and deluxe models,



Water Heaters, 20-,

# Chill Chest by Rovco The Family's Preference Everywhere

Freeze and Store TWELVE TIMES a Bushel and a Peck of Fresh Vegetables,

Or Fresh Fruits, Right in Your Home This Year. For Economy, Convenience

And Food Conservation...The 15 Cu. Ft. Chill Chest Meets Demand of Families

Everywhere for Faster Freezing and More Storage of Foods in the Home

To The INDEPENDENT APPLIANCE DEALER: Keep Well Informed on this Fast Growing Market. Send us your Name and Address, We'll Keep You Posted on this Profit Making Home Appliance.





AUTOMATIC TOASTER ADVERTISING EXPENDITURES
IN MAGAZINES AND NEWSPAPER SUPPLEMENTS
1939 THROUGH 1950†

+ Source: P. I. B.













# ...why the Demand for TOASTMASTER Toasters Still Exceeds Supply

Perhaps you, like so many distributors and retailers, have wondered why the postwar supply of "Toastmaster" Toasters has never caught up with demand. Here, briefly, is the answer:

#### EXPANDED MARKET

First of all, the market has been greatly expanded over that of prewar days. Millions of marriages, the creation of millions of new families—all with sizable increases in spendable income—have had their effect.

#### AGGRESSIVE ADVERTISING

Now, to this greatly expanded market, add "Toast-master's" outstandingly aggressive advertising program. The chart shown here is eloquent proof that through the years—regardless of general business conditions—"Toastmaster" has continued to promote... promote... promote. And for just one reason—to maintain "Toastmaster's" unquestioned position of leadership... to build preference for this product years and years ahead of purchase... to make it always the easiest of all

toasters for you to sell at the greatest profit.

#### INCREASED PRODUCTION

Yes, we have constantly increased production. Every single "Toastmaster" Toaster that we could produce from greatly expanded facilities has been made—consistently, of course, with "Toastmaster" quality. And yet demand goes on and on.

#### CONTINUOUS PROMOTION

Suppose we cut promotion—suppose we stopped advertising during the years when we couldn't satisfy consumer demand. What a whale of a difference that would make in your turnover and sales. As the years went by, you'd find it increasingly bard to sell "Toastmaster" Toasters. People wouldn't be as eager to buy as they are now. Those "good old days" would be just a bappy memory!

#### SOMETHING TO SHOUT ABOUT

But if every item you carry was presold to the extent that the "Toastmaster" Toaster is—if every manufacturer's merchandise you handle was as well advertised and in as strong demand-wouldn't you be in clover!

#### THE LONG AND SHORT OF IT

We promise you this. We'll make all the "Toast-master" Toasters we possibly can. However, there will be no compromise in quality. We'll promote them to the limit. From long experience, we know that if we create demand for you—you'll find it profitable to feature "Toastmaster" products in your own promotional programs.

### TOASTMASTER Products

<sup>6</sup> "TOASTMASTER" is a registered trademark of McGraw Electric Company makers of "Toastmaster" Toasters, "Toastmaster" and "Scotch Knight" Water Heaters, and other "Toastmaster" Products, Cop. 1951, Toast

Electric Housewares - FIRST CHOICE FOR EVERY GIFT OCCASION

# adio's newest idea GENERAL @ ELECTRIC

Model 605—Burgundy red Model 606—Cactus green



#### **New Counter Display!**

Sells the indoor-outdoor features of these sets—12 months a year. Order today from your G-E radio distributor. Publication number R75-127. G. E. leads again with the new "ALL YEAR" radios—specially designed for indoor-outdoor use. Your customers get twice the usefulness, twice the enjoyment. You pile up portable profits—not for just a few peak months, but all year round. It's a double value! Models 605 and 606 are powerful, handsome, easy to carry (5 lbs. complete). Feature 'em for outdoors—beach, picnic, anywhere. Sell 'em for indoors, too—they're versatile! They lie flat like a smart table model—

ideal for living room, kitchen, bedroom—have two dial scales for easier tuning, upright or flat. AC-DC or batteries. And there are 2 super-powered Models—610 and 611—with extra tube for hard-to-get stations . . . with large easy-to-read dials that light up when played on house current. Only 4 models to stock. All offer famous G-E dependability. Call your General Electric radio distributor for the big story today.

General Electric Co., Receiver Div., Syracuse, N. Y.

You can put your confidence in \_

# GENERAL

doubles your market...



PORTABLE RADIOS

Here's a pertable that's an all-year seller. Model 510 can be sold for interns or out, 12 months a year. And this portable has a diel that lights up on house current. There's a salestinches!

.....



\*Less batteries. Price subject to change without notice, slightly higher West and South







ELECTRIC

ELECTRICAL MERCHANDISING-APRIL, 1951

# Watch Sales POP: UP Automatically!





Toast to Taste—Toast Timer assures exact toasting desired the same even color every time.



One Light—One Dark—Ser-Vue feature lets you remove one slice while other continues toasting.



Rewarms Cold Toast—Rewarms toast without burning—just set Timer Dial to "Light."



Whisk-A-Way Cleaning— Clean-Easy Crumb Tray swings open—just brush crumbs away.

## UNIVERSAL Automatic Toaster

#### with the convenient Ser-Vue feature

Make More sales with Universal, the toaster that's best by every test! Toasts thick or thin slices . . . English Muffins or Melba Toast, and to the same even color edge to edge, every time. There's an extra sales point, too, in Universal's Ser-Vue feature . . . toast one slice light and one dark at the same time. It's easy to clean, beautiful in design and quality-made . . . feature Universal to make your toaster sales automatic!

## UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Copyright, 1951, LFAC

# RAY-O-VAG Dependable instrument

# for civil defense!

Safe, dependable, portable light is a "must" for the emergencies of civil defense.

Ray-O-Vac flashlights are precision built to assure top performance and long life under the most difficult conditions.

Examine the outstanding construction features shown in this cutaway illustration.

#### Famous Ray-O-Vac LEAK PROOF Flashlight Batteries

Give you power that is Sealed in Steel for "Light When You Need It!"



Only Ray-O-Vac has the "Added4—Worth More"

- 1. Steel top
- 2. Steel bottom
- Multi-pBy insulation. Many layers of protection against corrosion.
- Steel jacket. This completes an air-fight seal, to stop corrosion and keep the battery fresh and powerful.

They Stay Fresh— They Are Not Dated

\*GUARANTEE on every Ray-O-Vac Leak Proof: "If your flashlight is damaged by corrosion, leakage or swelling of this battery, send it to us with the batteries and we will give you FREE a new, comparable flashlight with batteries."

OVER ONE BILLION SOLD



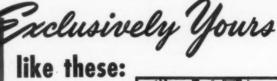
- 2 Reflector channel insulation to prevent shorting.
- 3 Scientifically designed parabolic reflector coated with pure silver on nickelplated bross.
- 4 Reflector retainer ring
- 5 Westinghouse pre-
- 6 Shock absorbing spring bumper-block.
- 7 Battery contact finder for easy loading.
- 8 Solid brass contact strip.
- 9 Phosphor-bronze contact member assures positive contact.
- 10 Three position switch with flusher button.
- I Insulating tube for added protection against corresion damage from ordinary batteries.
- 2 Heavily chrome plated corrugated barrel for added strength, beauty and durability.
- 13 Equipped with Ray-O-Vac LEAK PROOF flashlight batteries for guaranteed flashlight protection.
- -14 Special steel contact spring.
- -15 Streamlined for added beauty.



RAY-O-VAC COMPANY . MADISON 10, WISCONSIN



you offer true, sales-building features that are



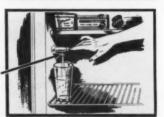
PRES-TOE

HANDS FULL? Just PRES-TOE—door opens! What's more, it stays open—until you PRES-TOE again, walk away, door closes. All automatically . . . NO HANDS! (Model 1151)



UCH-A-TAP

HOT? THIRSTY? Just TOUCH-A-TAP—enjoy cold running water any time. (Model 1131)



SWING'R CRISP'RS

Swing open at a touch—lift out easily for convenient carrying to kitchen working surface—slip easily back into place.





there is a better Gibson model for every customer at a price for every purse!



You beat competition with unmatched features when you handle GIBSON—proud pioneer of more "FIRSTS" than anyone else in the industry! So if you are tired of singing the same old "Me, Too" song, tune your cash register to the melody of Gibson dollars. Sweet music! Ready to hear it? FOR THE FACTS ON GIBSON RANGES, FREEZERS AND REFRIGERATORS... SEE YOUR GIBSON DISTRIBUTOR OR WRITE GIBSON DIRECT... TODAY!

Copyright 1951, Gibson Refrigerator Co.

IBSON REFRIGERATOR COMPANY . GREENVILLE, MICHIGAN

#### A SYMPOSIUM OF OPINION ON THE PLACE OF

# Distributors in the War Effort

Already, three foresighted manufacturers have offered plans to keep distributor organizations alive in a war economy.

But will they work?

And do distributors have any plans of their own?

These were the questions ELECTRICAL MERCHANDISING asked of the men most vitally concerned—the distributors themselves—and 24 answers reveal that no one plan will work for all—but any plan is better than none

#### By TED WEBER

#### The Plans "Are Encouraging"-N.A.E.D.

As domestic electrical equipment disappears from the warehouses of the distributors, due to the needs of the preparedness program, they can readily adapt experienced personnel, warehouse space and other facilities to active production of war material.

This work may be in packaging, final assembly, sub-assembly, electronic applications or in any field where heavy manufacturing equipment is not required. It may well be in the form of a sub-contract from a manufacturer or it may be a prime government contract.

Such conversion in the emergency period accomplishes several objectives:

- 1. Creates a truly important defense function for the distributors,
- 2. Helps speed up the national defense effort,
- 3. Fits into the government pattern of dispersal of industry, and
- 4. Enables the distributors to keep a greater part of their organizations intact during the emergency.

The National Association of Electrical Distributors fully realizes the valuable, direct contribution that electrical appliance distributors can thus make to the preparedness program and is currently studying this matter with government officials.

It is interesting and encouraging to note that several large manufacturers of electrical equipment have already devised and announced plans that include their distributors as important adjuncts to their defense production.

(Signed) CHAS. G. PYLE, Executive Director National Association of Electrical Distributors What happens to the distributor if all out mobilization brings substantial curtailment of appliance-radio-TV production?

Currently attempting to answer that question are the manufacturers and distributors who remember what happened to established distribution patterns during and after World War II.

To many distributors the question is almost one of survival. Manufacturers, on the other hand, seek a means of avoiding the deterioration of their distribution set-ups which plagued them in the years following V-J day.

For both groups, then, the question is a vital one, and one that has been under consideration for many months. The first results of this preliminary planning became evident in late January when three manufacturers announced plans for the employment of their distributors in case of all-out mobilization.

Briefly, each of the plans involved use of the distributor as a sub-contractor for prime contracts held by the manufacturer. Belmont Radio Corp. would farm out simple sub-assembly contracts to its distributors and they in turn would utilize dealers as sub-contractors. According to Belmont officials, 30 percent of the company's World War II contracts consisted of such simple sub-assemblies.

Lewyt Corp. has much the same idea, using its distributors for light assembly work. The principal difference between the Lewyt and Belmont proposals is the latter's plan for extensive use of dealers as sub-contractors. Both firms would use their distributor salesmen as expediters.

Thor Corp., the third manufacturer to offer a distributor mobilization plan proposes the use of its distributors as sub-assemblers on packaging contracts held by Thor. This would involve the assembly and packaging of components for first aid kits, life rafts and so forth.

None of the plans propose anything startingly new; in the last war there were isolated examples of distributors handling sub-assembly or packaging contracts. What gives the newly-an-nounced proposals their distinctiveness is the fact that they represent an effort by manufacturers to find a practical solution to the problem of survival for their distributors—before it becomes more acute.

Because of this, the general desirability of such plans has not been questioned. What is still to be determined is whether any of the plans presented thus far provide a practical answer to the distributor's problems. To find an answer to the question, ELECTRICAL MERCHANDISING turned to the people concerned—the distributors most themselves. Their replies to letters sent out in mid-February are summarized on the following pages. They indicate the feelings of distributors as individuals. The attitude of the National Assn. of Electrical Distributors is reflected in the statement appearing on the left.

#### DISTRIBUTORS IN THE WAR EFFORT

(continued)

## What Do Distributors Think

To begin with, they feel that such plans have many advantages . . .

- ▶ We would certainly be interested in participating in any way that would aid the war effort. Some program of this nature would also help us to keep intact our experienced staff of distributor personnel as well as our trained technical service men.—Harry V. Camp., vice-president and general manager, Gerlinger Equipment Co., Toledo.
- All plans such as the Belmont, Lewyt and Thor plans are beneficial if for no other reason than that they are making the manufacturer conscious of the facilities, both physical and personnel-wise, that distributors have available to the war effort. They are also making the proper government agencies aware of the tremendous potential of productive capacity available throughout the country in distributor plants.—W. G. Peirce, Jr. president, Peirce-Phelps, Inc., Philadelphia.
- ▶ We folks may be confronted with quite a different situation than during the last war. At that time we were quite as much concerned with obtaining and keeping personnel as we were about getting merchandise. Assuming that we are not during this emergency to create such large standing pools of military manpower, or have as many millions of people directly employed in active war, there may be a much greater need for the employment of idle talents. For that reason,

the manufacturers' proposals may assume a far greater importance than we now realize, or would have been the case during World War II.—Kenneth A. Connelly, president, F. B. Connelly Co., Seattle.

- ▶ It seems to me that with the decline of civilian goods, the floor space and warehousing facilities which various distributors have lend themselves naturally to the storing of goods for civil defense, such as medical kits, as a patriotic necessity and duty. Certainly the distributor, who is used to quick and economical distribution to all points of his territory, should be the first one to whom the country could turn in the event of a major catastrophe, where the fast distribution of these stored supplies became necessary.—F. E. Stern, president, Stern & Co., Hartford.
- ▶ Certainly if markets are to be protected for the coming post-emergency period, the supplier who protects his distributor the most and makes sure that that distributor survives will be in a better position than those suppliers who ignore this situation. The best part of this whole plan is the fact that there is some thinking on the plan and I am sure lots of good will come out of it.—James Simon, Simon Distributing Co., Washington.

In fact, some of them have already contacted their suppliers about participating in such plans

- ▶ We have made future plans for the months ahead. These have already taken the form of direct contact with our principal suppliers in connection with sub-contracting, expediting or packaging work.—G. E. Lortz, secretary-treasurer, Walker Martin, Inc., Raleigh.
- ▶ We have had discussions with each of our suppliers, outlining our facilities. We have provided them with data that includes our location, physical properties, manpower and potential manpower. It is our opinion that with such information they will be in a better position to know what type of

activity we are best suited for.—W. J. Burns, general manager, A. Wayne Merriam, Inc., Albany.

▶ We are very much interested in what might take place should production be curtailed to the point where we could not operate as wholesale distributors, and have discussed the matter with several of our major suppliers. We have also discussed the matter with several prime contractors and it seems that our building is ideally laid out to set up packaging lines particularly.—Lee H. Skillman. president, Capitol Distributors Dallas, Tex.

And others have plans of their own for survival in a wartime economy . . .

- ▶ We have given consideration to the months ahead and are expanding our housewares department and are thinking of what products we could get into to keep up our activities but placing a greater limitation upon the products. We are primarily interested in products that will definitely fit in with the appliance dealers merchandise; products that we will continue to sell after the emergency is over and not drop, because we do not intend to take on products that we shall not carry later.—George I. Cohen, general manager, Northeastern Distributors, Inc., Boston.
- During the last war we created a large wholesale toy division, and a number of my distributor friends created other businesses . . . and I am sure that these situations will duplicate themselves again, and many distributors will seek new fields in order to survive. This is not as good for our industry as a suppliers' survival plan would be because some times these little sidelines develop into giants, and it takes some of our good distributors out of their industry and into other fields.—

  James H. Simon.
- ▶We have recently set up a manufacturing company . . . devoted exclusively to the manufacture of electronic equipment for the government.—Irving Sarnoff, executive vice-president, Bruno-New York, Inc.
- ▶ During 1943 to 1945 we were able to replace our appliance volume and profit with war work in our assembly department. This was mostly prime contracts. We have already re-established our Assembly Department and intend to proceed along the same lines as in World War II with the exception that we will keep ourselves flexible in order to handle additional types of work.—A. M. Morton, executive vice-president, Elliott-Lewis Corp., Philadelphia.

- ▶ We are interested in becoming a packager for defense goods. In fact we have already communicated with the Chicago Quartermaster Depot but to date, other than having been placed on the mailing list to receive future invitations for bids, we have not had the opportunity to bid on any particular packaging job.—K. G. Gillespie, vice-president and general manager, Jenkins Music Co., Kansas City.
- ▶ It is my opinion that either the distributor or dealer who wants war work can really count on only their own efforts to produce it. We have been making plans for some months to take contracts for defense production.—E. B. Ingraham, president, Times Appliance Co., Inc., New York.
- ▶ In the last war we converted our company into manufacturing and turned out in excess of \$8,000,000 worth of military electronic equipment. It is our intention to go back into manufacturing of electronic apparatus as our facilities are required by the Armed Forces.—J. P. Maloney, vice-president, The Eastern Co., Cambridge.
- ▶ During the last war we put on a line of furniture in our appliance department. Our future plans are that if appliances get too short, we will increase our line of furniture.—Jeff L. Willians, Beck & Gregg Hardware Co., Atlanta.
- ▶ We are giving some thought and consideration to sub-contracting for the future. We feel that our place is definitely sub-contracting and not prime contracting and further, that we should look for sub-contracts from existing local manufacturers who obtain prime contracts, manufacturers located in those counties that we regularly serve as a part of our distribution activities.—E. M. Farmer, president, Gould-Farmer Co., Syracuse.

## of the Three Proposed Survival Plans?

However, even among those favoring the mobilization plans thus far suggested, there are some reservations—among them the question of timeliness...

- ▶ Plans to set up distributors and dealers as sub-contractors and materials expediters are noteworthy in their intent. We would like to point out, however, that there is nothing new in the concept of having distributors act as materials expediters for their manufacturer-suppliers during periods of shortages and that it is still quite early for distributors and dealers to effectively set up sub-contracting operations.—Paul R. Krich, president, Associated Distributors—New Jersey, Inc., Newark.
- ▶ I must tell you that I believe that this planning is a bit advanced, and I do not see any need from where we sit for any final action on such a plan until somewhere in the last quarter of 1951 or the first quarter of 1952.—James H. Simon.
- ▶ We are hopeful that we will be able to obtain sufficient merchandise to support a volume of business that will keep our people employed during the next two years, and at least to break even, if not realize a reasonable return on our investment.—Kenneth A. Connelly.
- ▶ We are confining our comments to the mobilization economy as it appears to be shaping up for the balance of 1951. We believe . . . that the first half of 1951 sales will exceed the first half of 1949 and the second half will be below the second half of 1949. If this proves to be true, we should not be too disturbed about our situation in 1951.—Edgar Morris, president, Edgar Morris Sales Co., Washington

In addition, almost everyone sees one or more difficulties involved in these mobilization plans . . .

- Any such sub-contracts will be acceptable only if they are not tied up with too much government red tape relative to labor conditions, wages, etc., in the plants involved.—John T. Morgan, president, Charleston Electrical Supply Co., Charleston.
- A distributor who operates in a bonded warehouse is not in a very good position to enter into any of these three plans recommended by the three manufacturers you list in your letter.—K. G. Gillespie.
- As far as Florida is concerned, we do not feel that a plan of the type outlined in your letter would be of any value to us. First, because we are so far away from the manufacturing centers, and raw materials of the nature used by appliance manufacturers for defense items are not available in Florida. Second, transportation of materials for packaging, which in most cases would have to be reshipped to other sections of the country, would mean that this phase of operation would not be competitive with what could be done by appliance distributors in northern areas.—M. O. Hollis, secretary-treasurer, Raybro Electric Supplies, Inc., Tampa.
- ▶ Probably the one disadvantage would be to the distributor who would be thinking only of going into such a program without maintaining a selling program on available merchandise. I personally would not want to go into anything but defense or war work. We would still want to be in merchandising.—George I. Cohen.
- ▶ Only time will tell how practical it will be for a manufacturer to sub-contract work over a wide geographical area. It seems possible that a plant in the immediate vicinity of a distributor may be in better position to contract work to a distributor that they may not even be affiliated with, than to go to distributors hundreds or thousands of miles away.—W. G. Peirce, Jr.
- As for the disadvantages of the spread-the-work plan, I can think of several obvious ones, and there are doubtless many more of which I am unmindful. Such factors as transportation, the requirements for special equipment (with obsolescence and amortization problems) the need for precision work, the ability to produce it, and the necessity for field training and supervision, may defeat the arrangement, if cost is to be a determining factor.—Kenneth A. Connelly.

- ▶We do not believe the Belmont plan is feasible. The warehouse facilities of some of the larger distributors would lend themselves to such a plan, but most distributor facilities or experience would not be adaptable to production sub-contracts. Most distributors know as little about production technique and production management as many manufacturers know about distributor techniques and management. The Thor plan is more practical. Here again, however, the distributor's plant facilities and operating personnel must be right for the job. It is obvious that all distributors cannot do this type of work and that there will not be enough such work for all distributors. Experience during World War II proved that a limited number of distributors can be successful as packagers of defense goods.—Edgar Morris.
- ▶ Fundamentally, as I see it, all we have to offer is space, adequate finance, key personnel and business acumen. We do not have machine tools or anything of that nature. We would not enter the field of sub-contracting if, to do so, we had to commit ourselves to long term leases, borrow money, or make substantial investments in specialized machinery or equipment.—E. M. Farmer.
- ▶ The greatest disadvantage now foreseeable would be the tremendous amount of in-process materials required to take advantage of small organizations widely scattered throughout the country.—Charles B. Moyd, sales manager, McDonald Electric Co., Inc., Miami.
- ▶ Of the three plans outlined, I believe the best job for a distributor is materials expediter—particularly, if they are very far removed from the plant. Also, most distributors have very little knowledge of how to set-up plants or operate them efficiently.—R. Douglass Cooper, R. Cooper Jr. Inc., Chicago.
- ▶ To qualify as a sub-contractor a distributor must have the required facilities, organization and management ability. The widespread use of distributors as electronic sub-contractors could prove to be a liability instead of an asset to the war effort. This would be so if it brought about the duplication of test equipment and excessive use of engineering talent, both already in short supply. The use of distributors as expediters, however, would result in a substantial saving in traval and hotel facilities. Unless there is a shooting war, distributors will continue to be in business.—Raymond Rosen, Raymond Rosen, Inc., Philadelphia.

And some feel that distributors have other roles to fulfill before they undertake sub-contracting

- As we see it, the following three functions are important to a distributor: (1) In times of plenty of merchandise he should carry on with promotions with his dealers; (2) In times of scarce merchandise he should build up the repair and servicing part of his business as well as his dealers; (3) In changing times, he should keep himself in a position to counsel his dealers and help guide them so their organization can be strong and profitable.... We believe that, while this type of business (sub-contracting) should be analyzed and contacts undertaken at this time, that this type of sub-contracting should not be
- undertaken until the distributor has exhausted every possibility of maintaining his business, his organization and the full use of his plant in the proper distribution of his usual lines of merchandise under emergency conditions.—Kenneth L. Hampton, manager, Valley Electrical Supply Co., Fresno.
- ▶ We strongly believe that, even during a state of partial mobilization, we have an irrefutable obligation to our economy to maintain business relationships with our dealers for as long a period as may be possible.—Paul R. Krich.



THE SALE of a kitchen begins when the Burrights drop in on a neighbor after dinner, and
in the course of the visit, find an opportunity to
discuss the possibility of a remodeled kitchen.



**2** IN A SERIES of later visits, Mrs. Burright assists in selecting designs and decorations for the new kitchen, as well as advising on colors, floor coverings and lighting.



Toung Harold Burright then goes to work on the drawing board, with his mother at his side, to convert plans for the dream kitchen into concrete form. All the customer's ideas are included.

## The Whole Family Sells Kitchens

Appliances, Inc., one of General Electric's most dependable outlets in central Florida, is the sale of complete kitchens. And when the Burrights sell kitchens, it's a family affair. This progressive appliance firm down in Bartow, Fla., has four workers—father, mother, sister and brother—and each has a specifically assigned task in carrying out the firm's sales program.

The big gun in the company's selling attack is Mrs. Burright, who spe cializes in decoration. Her ideas and innovations in remodeling and redecorating are the factor which makes it easy for other members of the family to close sales. H. C. Burright, Sr., is the sales champion. He knows how to close a transaction quickly once the prospect becomes interested in his wife's plans for remodeling. His son, Harold, does all of the designing, layouts, diagrams, supervision of installation, and leg work in connection with the sale of an all-electric kitchen. A daughter holds the fort while the others are out selling and does all the paper and bookkeeping work on each sale.

#### Big Volume Producer

As evidence that family selling is successful, the Burrights can point to the fact that approximately 40 percent of the company's annual business volume comes from the sale of complete kitchens (each kitchen adds up to an average of about \$3,000). Since Bartow isn't a large place (pop. 7,500), and competition is pretty heavy, the firm's record is a shining one.

The Burrights of Bartow, Fla., count on mother to interest a prospect in redecorating her kitchen, then son Harold draws the plans, H. C., Sr., closes, and daughter keeps the records. The combination makes kitchens account for 40 percent of the annual gross

Mrs. Burright starts the ball rolling for a complete kitchen sale by contact with her neighbors, her friends or the friends' friends.

"Very often my husband and I will drop in on friends after supper." she says, "and eventually we'll get around to the kitchen for coffee and cookies. That's when I go to work. A suggestion here and a casual remark there and you have the housewife ready to tell you all about her kitchen. If she had this, or if she were able to do that, things would be so much easier for Sometimes the husband objects -the kitchen looks good enough to him as it is-but you let him talk long enough and he becomes just as enthusiastic as she is about doing the things and adding the equipment the kitchen

"I advise them on color, on floor coverings, on draperies, and point out how better arrangement of work spaces can save time and effort, how a dishwasher becomes an investment in more leisure time, how a garbage disposal unit simplifies the waste problem, or how a home freezer adds variety and pleasure to menus while actually saving on food."

Conferences between Mrs. Burright and the customer become frequent, when the customer has decided to remodel and redecorate her kitchen, until the last detail has been worked out. Colors, designs, materials and floor coverings have been decided upon, work spaces mapped out and location of each piece of equipment settled.

The first conference, Mrs. Burright says, will be on the appliances which the new kitchen needs, or the buyer can afford, and how they may be fitted into a harmonious and step-saving arrangement. Perhaps the shape and size of proposed alterations may be discussed and the possibility of tradeins on equipment then in use, talked over. On the second call Mrs. Burright is ready to go into such matters as material for draperies, design of

linoleum for the floor, and the choice of colors for ceiling, walls and base board.

At still another conference the placement of lighting fixtures and the arrangement of windows to afford proper lighting becomes the concern of Mrs. Burright, who has made an intensive study of kitchen lighting. As the conferences conclude, she has fully in mind the customer's desires in everything from color choice to likes and dislikes in menu preparation.

#### Designer Takes Over

"Then Harold goes to work," Mrs. Burright continues. "He pores over his drawing board—with me at his side—until he produces in full layout and to exact scale the designs and working drawings of the kitchen which has been decided on. He also works out, with miniature models, a presentation of just what the remodeled and redesigned room will look like."

Harold Burright is an expert at the drawing board and has designed almost all of the kitchens sold by the firm. When the company first began to concentrate on selling complete kitchens, designs and layouts were furnished by the General Electric distributor in Tampa, but the arrangement was unsatisfactory because it had to be done entirely by correspondence and many last-minute changes or new ideas were unavoidably lost. Harold, a former art student, solved the problem by setting up his own drawing board and has been the firm's designer ever since.

When his wife and son have created (Continued on page 92)



4 FINAL PLANS for the new kitchen are then submitted for the customer's approval. If the buyer desires, the transaction will be a package deal, with a flat price for all necessary equipment and work.



**5 AT WORK** on the remodeling job, Mrs. Burright checks on progress while Mr. Burright lends a hand in measuring surfaces of counter tops. Plumbing and plastering are obtained on a contract basis.



**6** WHEN THE KITCHEN is completed Mrs. Burright is on hand to check it, demonstrate all the appliances and advise the customer on operation and upkeep.



7 WITH INSTALLATION and work complete and the new equipment in operation, the Burrights again drop in for coffee and cookies, and to assure them. New sales often begin with informal visits like this.

# 100 New Range Prospects EVERY WEEK



OFF THE BEATEN TRACK store of Roy Rick is small but fully stocked, employs three salesmen working both inside and outside, two salesmen, a sales manager

and four salesmen who devote entire efforts to prospects from radio show. Cooperation from suppliers makes radio show possible

VERY week during the fall months of 1950 nearly 100 live prospects for electric ranges, television and other appliances were procured by Rick's Appliances, North Hollywood, through a two-hour promotion that combined a cooking school and a radio quiz program.

As a result of this promotion, developed with the cooperation of the Los Angeles Dept. of Water and Power, owner Roy Rick has kept a sales manager and a crew of four salesmen working profitably on just

those prospects.

Every Wednesday morning 120 women from the middle-income familes of that North Hollywood and Burbank section of the San Fernando Valley arrive at 10 o'clock at the auditorium of the Dept. of Water and Power, in acceptance of their personal, printed invitations to Rick's "Academy of Kitch-Anatomy". Registration at the door gives Rick a double-checked prospect list. As these women enter the auditorium, some with their children, a few about to have children-but 90 percent of whom do not have electric ranges-they get a printed sheet called the "Rick 12-Pointer" listing 12 reasons why they should change to eleca big dealer, his weekly radio show-cooking school is so entertaining and well planned that the prospects it produces from the thoroughly screened and by-invitation-only audience occupy the full time of four salesmen

Although Roy Rick of North Hollywood is not

tric cooking, 12 reasons why they should buy Hotpoint ranges, 12 reasons why they should buy Zenith television.

#### Hour of Demonstrations

The first hour of Rick's "Academy of Kitch-Anatomy" is an expert demonstration of the advantages of electric cooking. Handling the demonstrations, using a Hotpoint range assisted by other Hotpoint appliances, are Faye Newsome and Patty Fagan, home economists of the Dept. of Water and Power, Los Angeles city-owned electric utility. Following the cooking school, a short demonstration of the features of the Hotpoint range is presented by one of Rick's salesmen, followed by a demonstration of Zenith television by another salesman.

Before the commercials can tire the audience it is nearly time for the program to go on the air over KWIK, Burbank, with a half-hour audience participation program. A warm-up by MC Bob Barker gets the group into the spirit. Then the show follows the pattern of most daytime audience participation shows, with group singing, stunts, prizes, plus the humor planned by Barker and the humor unplanned by the participants.

Commercials are injected by Barker in normal MC fashion, whenever they

seem appropriate and whenever they can be tied in with the action or the people participating. One 30-second spot is read by a woman from the audience who is "being given a chance to be a radio announcer-for-a-moment."

Rick's "Academy of Kitch-Anat-omy" officially ends with the sign off of the radio show, at which time Rick's salesmanager Smith Minson thanks the audience, invites them to shop at Rick's and reminds them of Hotpoint and Zenith. But at least half the audience lingers to view the food display, to ask questions of the Rick salesman about the range, the TV set. or the other appliances in the all-electric kitchen

#### Eating and Briefing

When the auditorium is at last emptied of guests, the work is just be-ginning for Rick's staff. While the salesmen join the Dept. of Water and Power staff in eating the food display. sales manager Minson briefs the men on the week's work in which they will make a personal call on each woman who attended the "Academy".

That night most of the women who attended the Wednesday morning program will listen to their radios for the rebroadcast over KWIK from tape recording. Those who were called on by Bob Barker for some verbal part in the show usually will invite friends and neighbors in to hear their radio debut.

#### Not Just Another School

Several features of Rick's promotion warrant the attention of any dealer who considers using either a cooking school or a live radio program to produce prospects. Of importance in the success of this North Hollywood venture has been the "different" nature, characterized by the name "Rick's Academy of Kitch-Anatomy" — it doesn't hit the public as just another cooking school.

Every woman comes to the Academy on special invitation which is made by telephone or personal call, and which is followed by a printed invitation. This serves to eliminate "repeaters", it enables Rick to screen the people invited, and it insures a full house, because the women hesitate to stay away after the personal invitation. As a result of careful selection of an audience, records show that less than 10 percent of the women who attend each week own electric ranges. Therefore, both Rick's and Hotpoint are working virtually a virgin market for ranges, and the Dept. of Water & Power has the ideal group to serve its purpose of building electric load. same records show that at the regular series of cooking schools presented in the same auditorium each week by the same home economists more than 50 percent of women are owners of electric ranges who are attending the classes to improve their cooking techniques.

#### All Kinds of Cooperation

To make a success of such a promotion, cooperation is necessary from several sources. Not only did Rick get the support of the Business Agents Division of the Dept. of Water and Power, plus the services of that utility's home economists and their modern, air conditioned auditorium, but he enlisted cooperative promotion money from the Hotpoint distributor, G-E Supply Co., and the Zenith distributor, Sues, Young & Brown, Inc. Cooperation from other distributors was necessary to provide some of the prizes. The promotion necessary to build local interest in the Academy was the result of cooperation of Gerson Ray, sales promotion manager for the residential section of the Dept. of Water & Power, from the sales promotional staffs of the distributors and from the radio station staff.

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The success of the promotion in producing prospects that would be valuable to Rick's sales crew is the result of careful timing of the commercials. No holds are barred in making the entire promotion an advertisement for Rick's Appliances, but effort to keep the commercials from being tiresome lets the audience leave with the memory of an interesting two hour show plus full knowledge of the appliances and television that Rick's salesmen will talk to them about during the coming week.

#### ONE MORNING RICK GETS 100 PROSPECTS



INVITATION to the promotion has been by 'phone or personal call followed by mailed printed invitation which women present at door where they register again with Rick's sales manager Smith Minson, left.



**DEMONSTRATION** is half the drawing card. Popular Dept. of Water & Power home economists, Faye Newsome and Patty Fagan, have large following, use their hour to sell women on advantages of cooking with electric ranges.



**3 PRESENTATION** of a sales story on Zenith TV follows the cooking lesson, with Rick's salesman Bill Crabbe letting ladies try remote station selector. Hotpoint and Zenith distributors cooperated with Rick in promotion series.



**5 FUN** for Barker and audience, is anyone who will be blindfolded. Warned of hot object, this guest is startled as she receives handful of ice cubes from KWIK station manager.



**7 PROSPECTS** can't wait for more information, take time after program to ask questions of salesmanager Minson, left, and rest of Rick's sales staff. Minson and staff concentrate on prospects developed by this promotion.



4 FACTS about Rick's Appliances and cooperating sponsors Hotpoint and Zenith are injected throughout radio show. MC Barker announces over KWIK, Burbank, a woman who will read a 30-second spot commercial about Rick's.



**6 PITCH** for electric cooking is given visually as guests linger to see display of food cooked during earlier demonstration. Los Angeles city-owned utility is electric only, will cooperate this way with any dealer.



PLANS for follow-up on every one of the women who attended the Academy of Kitch-anatomy are made immediately. Eating home economists' food while they listen to Minson are, left to right, Bill Crabbe, Bill Hodges, Roy Rick, Al Baumhover of the Dept. of Water & Power, and Tommy Hammond.

1949 was the first year of business for Seither & Cherry, Keokuk, Iowa, and the firm didn't do very well. Then they started using the meter plan—and sales for the first six months of 1950 tripled sales for all of 1949

#### By FRANK A. MUTH

N Keokuk, Iowa, where the streets slope down to the only man-made dam on the Mississippi River, Seither & Cherry have 214 appliance meters out in homes, and all except three are the type which require a collector to come around each month.

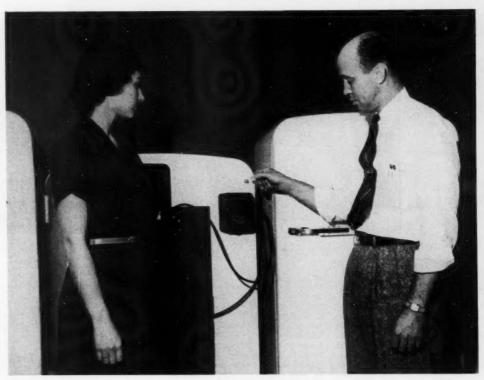
In 1949, the firm's first year, it sold only 30 refrigerators, 13 ranges, 34 automatic laundries and 35 water heaters. But in the first six months of 1950 the company sold three times that amount, thanks to the coin meter, and is still going strong. Refrigerators are the leading item with 129 units.

John Marion, salesman and vicepresident of the firm, says, "We attribute our entire increase in business to the meter plan. We have appealed to factory workers and those who never would have bought without it. We have tried to get them to buy on installments but most people prefer to pay on the 25¢ a day meter method."

Other dealers use the meter as an introductory plan, then switch the customer to a regular time payment plan after 90 days, or whenever the meter has collected enough for the down payment.

"If you leave the meter in for the duration of the payments, you can capitalize on this by having that monthly contact to push for resales," says Marion. Seither & Cherry do this all they can.

Since starting with the meter plan,



SINCE MANY purchasers don't want to advertise that they are buying on the meter plan, the firm always installs the meters on the back of refrigerators.

# METERS Make it Easy to KNOCK ON ANY DOOR

John Marion claims they have done very little advertising. Yet sales have been all right. The other 12 dealers in the town of 16,000 have advertised heavily and still Seither & Cherry has held its own with competition. In the newspaper the firm runs about a quarter page advertisement a week and uses some air time on the local station.

Marion thinks that "Sagebrush

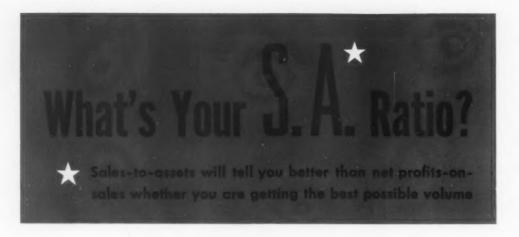
Sandy," who sings and gives out with a lot of corn on the radio, has been very instrumental in getting the meter well known to many of the people in (Continued on page 84)



**KNEELING** beside a food waste disposer, owners Davis and Marion discuss ways to hook it up to a coin meter.



PARTNER MARION tells bookkeeper Ray Evers that selling conventional washers on the meter plan is easy. All you do is connect the meter to the refrigerator—not to the washer.



ET profit on sales is a yardstick of success that electrical appliance dealers have used for years. But because of the hazards lurking in the difficult period ahead, in which there will be little of what folks call "normalcy," the electrical dealer, to play safe, had better use a secondary yardstick to double-check the first calculation. That yardstick is the sales-to-assets ratio, the assets including business property, equipment, fixtures, trucks, cash, receivables, inventory and miscellaneous items.

Many dealers go along from year to year satisfied with the sales volume that comes to them as long as they earn a satisfactory net profit. They appraise a year as a "good year" or "bad year" according to the dollar net they earn, but they seldom ask, "Did I make enough sales this past year?"

If the dealer uses net profit on sales as the yardstick to answer this question, he is using his expenses as the measuring unit because his net reflects the efficiency of operation in terms of expense control and the ability to make good "buys" to re-sell to customers. However, this does not give the dealer any indication as to the adequacy of his sales volume. If he buys to better advantage in one year or manages to cut down his operating expenses to a greater degree, he may make a higher net profit on the same volume or even a lower volume. His net does not tell him whether he is getting enough sales out of his territory for the type of establishment he is operating

#### S.A. Measures Sales Efficiency

The dealer needs a measuring stick to appraise the sales volume he records on his books, to determine whether he is getting all the business he should get after taking into consideration all the factors involved. The ratio of sales to assets is that measuring stick. If the dealer's sales are \$100,000 and his assets are \$20,000, the ratio of sales to assets is five to one, or his sales are five times his assets. This ratio differs with the establishment and the territory, hence there are no fixed standards. However, the dealer should

watch this ratio from accounting period to accounting period the same way he checks his net profit on sales. If the sales figure starts decreasing in ratio to assets, it is time to investigate. The dealer can be misled if he uses the net profit on sales as the sole arbiter of his managerial skill because he may be making a reasonable profit on his sales volume but may not be getting enough sales volume and he has no way to tell that unless he considers his sales-to-assets ratio, because this ratio gives the dollar sales for each dollar invested in current, fixed and miscellaneous assets. It provides a reliable index of the use of the assets as a whole and may indicate the need for more assets to get maximum sales or the need for better sales promotion to justify the current investment in assets.

The dealer may ask, "What is a good sales volume for my business?". There is no precise answer, although there are certain highs and lows. A sales-to-assets ratio of five to one is high on the average, although, considering certain types of business set-

ups and territories in which these businesses operate, this ratio may be just about right. This is because the adequacy of sales volume must be interpreted according to the business set-up.

#### Harder with High-Margin Goods

A business that sells high-margin items will not have the volume of a business that sells low-margin items. If the investment in assets is the same, it will show a lower ratio of sales to assets. The dealer who sells highmargin goods has a higher overhead compared to the dollar volume done. The seller of low-margin goods has a low expense ratio, but his sales volume is higher than that of the seller of high-margin merchandise. So, the ratio is affected by the margin earned. Inasmuch as margins are lower on some lines than on others, the dealer who sells the largest proportion of topmargin items will have a better salesto-assets ratio than the dealer in the opposite category.

#### Renters Have an Advantage

However, there are other factors beside margin that will prevent a dealer from getting as high a volume rate as he otherwise would or attain a higher sales volume rate. The dealer who rents can often get more volume than the dealer who owns the property because he can make his working capital go further when he works on the landlord's investment in ownership, he has more ready cash to discount his bills, more to invest in stock, he can get a higher-than-average turn and earn more profit-dollars, he can spend more for sales promotion. Of course, there are disadvantages in renting and they must be considered.

The dealer who is close to his source of supply, all things equal, can invest less in his inventory than the dealer farther away from a supplier and get a higher turn because of his proximity to the supplier. The dealer who pricecuts or gives too liberal trade-in allowances to get volume will not have as good a sales-to-assets ratio as the dealer who gets full prices and keeps allowances at minimum.

From analyses of many business statements in this field, it would be safe to say that a sales-to-assets ratio of four to one is indicative of good sales control. If the dealer's expense control is equally effective, he should net an adequate profit on an adequate sales volume.

The dealer today needs a ratio to help him gauge the adequacy of his sales volume. The potential business in the territory or the net profit on sales is not the entire answer, although these factors do serve as worthwhile guides up to a certain point, yet the dealer may make a better-than-average net on sales and may get his share of the business in the territory and still may have a below-average ratio when he computes his sales on the basis of his investment in business assets. Hence, this is a calculation he should not overlook when he analyzes his operating results. Of course, the dealer must be sure that his asset valuation is realistic, that the assets

(Continued on page 96)

#### NET PROFITS DON'T TELL THE WHOLE STORY

Sales	Assets	Percent Net Profit	Dollar Net Profit	Profit on Assets	Ratio of Sales to Assets
\$100,000	\$20,000	6%	\$6,000	30%	5 to 1
100,000	50,000	6	6,000	12	2 to 1
120,000	40,000	5	6,000	15	3 to 1
120,000	30,000	5	6,000	20	4 to 1

**THE BOOKS** of four different dealers showed the figures in the table above. All dealers had the same dollar net, yet the second dealer had a sales to assets ratio of two to one and a profit on assets investment of only 12 percent. The fact that he earned as much dollar net as the other dealer shows that he rates equally well on cost control but not so good on sales promotion. He has 150 percent more investment in assets than the first dealer yet his sales volume is no better.

The first dealer earned 30 percent profit on his assets with a sales to assets ratio of five to one, which is about as good a ratio as he can expect with his present investment set-up. If he wants more volume he'll have to acquire more assets to produce it. The second dealer has too much invested in assets for the volume he gets.



## EVERYBODY WANTS PORTABLE IRONERS

That's what McLatur Appliances discovered in the defense-booming areas around Shreveport, La. They sell them inside and outside by advertising portability and low cost, closing with 10 minute demonstrations or five-day trials

By A. B. WINDHAM

THE Korean situation looked worse. Army and air force bases were blossoming all over the country and more men were being called up. One of these air fields, Camp Barksdale, near Shreveport, La., counted scores of new homes springing up like mushrooms.

And in Shreveport three men sat in a car mulling over the possible effects of the semi-military economy on their businesses. P. O. McLaughlin, co-owner of the McLatur Appliance Co., was discussing the increased demand for specialized appliances with distributor representatives from Interstate Electric Co., of Shreveport.

"Look," said McLaughlin, "what these new homes at Barksdale want most is portable stuff, equipment they can take along with them when they're ordered out somewhere else. I believe there's a big market for portable appliances right here."

The distributor's men didn't agree with him, not at first. Refrigerators and ranges were going great guns, washing machines were in heavy demand, home freezers at an all-time high. Why switch off on portable stuff? But McLaughlin was insistent. Of course, the heavy appliance market was fine, he argued, but why not add smaller, portable appliances and increase sales in all departments, since here was an excellent opportunity?"

Mr. McLaughlin looked through the Hotpoint book and suddenly stopped.

"That's it," he said, pointing to a portable ironer with a list price of \$49.95. "It's under the minimum amount prescribed for credit regulations and it's just what a thousand housewives right here in this area need. Send me all you have in stock

and order a few more of them for us.

The next day, Shreveport's newspapers spread a quarter-page ad which read: "COME! CALL! WRITE! WIRE! You can now enjoy the luxury and convenience of an electric ironer for only 95 cents down."

The ad was shrewdly timed. As McLaughlin points out, the buying public, accustomed to thinking in terms of \$195 and \$295 for major appliances, was awakened to the fact that the price on an electric ironer was relatively low with only 95 cents down.

As a result, they came, called, wrote and wired. The firm's correspondence shows that inquiries came from as far away as Arkansas and east Texas, and some buyers from these areas came into the store, many of them plunking down cash and carrying an ironer away with them. McLaughlin's reasoning was more than justified, but he still wasn't satisfied. The distribute and the still wasn't satisfied.

tor's phone rang again and again, each ring bearing a request from McLatur to speed up the delivery of more portable ironers. Interstate Electric, enthusiastic about the campaign, gave the firm all it could get.

#### "Take Them Outdoors"

Then McLaughlin and Wilson Turner, his partner, called the salesmen in for a meeting. They brought out the ironer. Here, they said, was something a salesman could sell between refrigerators and other large appliances, something with a fairly good commission and something which the public had proved it wanted. How about taking some of the ironers out, ringing a few doorbells and seeing what happened?

The salesmen began to see the possibilities and, as a result, plenty happened. One salesman who took six

(Continued on next page)

**EASY ENTRANCE** to almost any house in the defense developments around Shreveport was sure, Poston and other salesmen found. All you needed was an ironer under your arm.



**TEN MINUTE** demonstrations were enough in most calls, as in this one, to wrap up sales. Poston has his down payment; the lady has her ironer—which only costs \$49.95 and is easy to move.

#### **EVERYBODY WANTS**

portable ironers out to a government housing unit, was back in the store by early afternoon, all of his merchandise gone. He staged a demonstration party in the home of a customer who lived in the housing unit and sold 12 ironers the next day. After that, he loaded his car each morning with as many ironers as he could get into it, spent the day cold canvassing and giving demonstration parties. In a period of six weeks his record showed the sale of 80 portable ironers.

Our business in portable ironers is not a phenomenon," declares Mr. Turner. "It's just the result of analyzing the market for what is needed and what will sell. There are three major factors in our portable ironer campaign. First, we are close to a type of customer who is responsive to the appeal of the merchandise. Second, the low,priced ironer is a fine competitor. We couldn't run cut price sales as some of the larger firms have done, and in the portable ironer we've got a ready selling item which compares with anything of its type or in its class. Third, it does not come under credit regulations. Not many people realized they could have a portable ironer for less than \$50in fact, for a 95 cent down payment and as little as \$1.25 a week. a natural and we have exploited it thoroughly."

#### Outside Salesmen Like It

The four outside salesmen of Mc-Latur Appliances declare that the ironer campaign has frequently led them to the sale of other appliances. The offer of a free demonstration is a fine way to get them into the kitchen and to get the housewife into conversation about all kitchen appliances. At each house where a portable ironer is demonstrated, whether it is sold or not, the salesman makes an effort to establish friendly relations with the customer and to add her to the prospect list for possible future appliances. Dishwashers and ranges also are high on the company's best seller lists, as are refrigerators and washing machines, and many sales of these items have been the direct result of an ironer demonstration, McLatur salesmen say they like to sell the portable ironer because it can be picked up and carried right along with them for easy demonstration, and it always catches the housewife's eye as soon as they appear at the door with it under one arm.

"When we started the ironer promotion, we backed the salesmen up with all the support we could," says McLaughlin. "First, it was necessary to give them thorough training in demonstration. That was important because the average salesman has a hard time learning to demonstrate an ironer properly. There's a certain amount of manual work connected with it which must be mastered deftly and capably before it can be demonstrated effectively. We did not want novices or fumblers trying to instruct

#### PORTABLE IRONERS

other novices and fumblers, because we knew that about three-quarters of the ironers we would sell would be outside sales, so that meant to us that the salesman must be letter perfect in handling the machine.

"The result of this careful training is that our salesmen's method of selling is probably one of the easiest things in the business. After getting permission to demonstrate the ironer, he simply sets it down on the kitchen table, or almost anywhere else, plugs it in and operates it smoothly and impressively as if he had done it all his life. Invariably there is a shirt or a sheet or something similar drying out around the house, and he uses this in his demonstration. When he's through, he's ready to compare it to a laundry job. He then gets the housewife to operate the machine herself, pointing out its simple operation, the do's and don't's of its mechanism, and impressing her that after a short while she can handle the ironer herself in an easy and expert manner.

"I had learned to use the ironer in my own home, so I took over the job of training the salesmen. In a short time we had them so that they could give a first class and thorough demonstration in ten minutes flat.

"Then, we further allowed the salesmen the privilege of leaving the ironer on approval for five days should the customer so desire it. In most cases this wasn't necessary, but, if the approval plan was desired, the salesman kept in touch with the customer regularly during the period and very few ironers were returned.

#### Utility Lends A Hand

"A big factor in keeping up our sales volume has been the help given us by the Southwestern Gas & Electric Co.," Mr. Turner adds.

"Then too, we back up the sales force with real service. We maintain

"Then too, we back up the sales force with real service. We maintain a complete service department with three well trained service men in attendance. All of our service is, of course, guaranteed to satisfy and most customers appreciate its ready availability."

The idea and pattern for the portable ironer sales campaign was not a haphazard one. Saturation in the Shreveport area is low and this is an important consideration in addition to the two other factors of response, competition and price, listed earlier by Mr. Turner. But the actual task of selling, knocking on doors and ringing door bells by the firm's efficient, hard working salesmen, is probably the most important factor of all in the success of the campaign.

The partners have been in their present location at 701 Milam Street, in downtown Shreveport, since 1946. It is a choice location, on the corner of one of the city's busiest intersections. The firm is known as one of Hotpoint's most dependable outlets in north Louisiana and records an annual sales volume of approximately \$175,000.



**IN-STORE** demonstrations were just about as successful as house-to-house calls. Response to the firm's first ad was phenomenal, bringing prospects even from Arkansas and Texas.



"TAKE A FEW ironers out, ring doorbells and see what happens," P. O. McLaughlin, partner in the firm, told salesmen. The first morning one man sold six. Results: McLatur went all-out for outside sales.



**DELUXE ACCOMMODATIONS** where women's groups enjoy activities like bridge, prepare their own luncheons, but don't have to clean up afterwards and don't have to watch interminable commercial demonstrations are in daily use at the Danforth Co., Pittsburgh.



**BRIGHT IDEA** of designing and operating a club room the way women wanted it was I. W. Danforth's, Danforth Co. president.

# Group Demonstrations Deluxe

Hundreds of women see appliance demonstrations every day in the Pittsburgh club room of the Danforth Co. because this Westinghouse distributor is smart enough to give the ladies what they want—and an incentive to visit their nearest dealer

BEFORE the Danforth Co. converted waste storage space in its Pittsburgh, Pa., building to a smartly styled club room for women's group activities, it was smart enough to find out first what the women wanted and what would make them use the facilities.

President I. W. Danforth knew that the idea was basically sound; history had proved that much. But he knew also that if the activity was to make sales for his 600 Westinghouse dealers it would have to attract a lot of women—and inspire them to buy Westinghouse appliances.

To Mrs. Elizabeth Palmer, director of the company's home service department, went the job of planning a club room that would meet these requirements. From hundreds of calls she discovered that women's groups were economy-

minded, resented high rentals and expensive luncheons, wanted an attractive meeting place where they could prepare their own refreshments but escape the messy job of cleaning up afterwards. She also found that women's groups object strenuously to commercial demonstrations which sharply curtail their own activities and this, because Danforth was farsighted enough to act accordingly, became the most significant discovery of all.

With the survey as a guide, Mrs. Palmer and A. Carl Bredahl, manager of Westinghouse's Better Home Bureau, designed a complete kitchenlaundry-freezing center in one corner, bought bridge tables and 200 chairs, linens, flatware, ash trays, playing cards, tallies and matches. As a result, the groups which use the room (free, of

course) prepare their luncheons or desserts on Westinghouse appliances, then sit down for bridge, fashion shows or other activities of their own while a maid hired by Danforth clears the tables and the appliances wash and dry the dishes and linens and dispose of the refuse. Although salesmen and order books are missing, the guests do get a short demonstration on one or more appliances during their lunch and are presented with slips which entitle them to a free gift from their dealers. Cooperating dealers often have provided door prizes or even baby sitters.

The dealer tie-ins are effective, as Danforth planned they should be. After one recent meeting 20 percent of the 150 attending women visited one specific dealer for their free cook books and the accompanying range demonstration.

#### DANFORTH'S PROGRAM MAKES SALES FOR DEALERS



**1.** MRS. EARL SHIPLEY registers at the door when she meets with 200 other women of the Women's Assn. of the University of Pittsburgh at the Danforth Co.



**9. PERSONAL CONTACT** and good will is enhanced when Mrs. Elizabeth Palmer, home service director, serves free coffee and talks to the club women. Coffee is prepared in commercial coffee-makers, served from Westinghouse Percolators.



**2.** HELPING PREPARE the group's luncheon, Mrs. Shipley gets a chance to admire and use a new Westinghouse range. Use of the auditorium is free.



4 SHORT DEMONSTRATIONS are part of every party. Here Mrs. Palmer shows Mrs. Shipley and her fellow members how to prepare broccoli for freezing. She also displays foods used in demonstrations weeks or months before.

#### → GROUP DEMONSTRATIONS DELUXE (continued)



**5.** WHILE SHE'S DUMMY in the after-lunch bridge, Mrs. Shipley watches the maid put dirty dishes in the dishwasher, sees how easy it makes the job.



 $\pmb{6}_{\bullet}$  WITH NO SALESMEN around to make her cautious, Mrs. Shipley follows her curiosity and takes a closer look at the dishwasher.



**7. FURNISHED** with the name of her dealer and the offer of a free gift, Mrs. Shipley visits the Hafer Plumbing & Equipment Co., which specializes in kitchens.



MORE DETAILS on dishwasher are furnished by J. A. Anderson, sales manager of Hafer's, after he has presented her with copy of children's cook book.



**9. PURCHASE** of the dishwasher naturally leads to plans for a new kitchen, and is both the reason for and the proof of success of Danforth's group demonstration plan.

#### RADIO, ELECTRICAL APPLIANCE, SPECIALTY WHOLESALERS UNITED STATES, BY GEOGRAPHIC DIVISION AND STATE

Establishments, Sales, Expense Ratios, Pay Roll, Personnel, and Stocks, 1948

Geographic division and State	Establishments (Number)	Sales entire year (Thousand dollars)	Operating expenses, percent of sales	Pay roll, entire year (Thousand dollars)	Active proprietors,* November (Number)	Paid employees and pay roll, workweek ended nearest Nov. 15		Stocks on hand, end of year,
						Employees (Number)	Pay roll (Dollars)	at cost (Thousand dollars)
United States, total 1948 1939	9,518 1,455	2,038,020 336,695	13.1 18.6	147,949 39,814	1,343	40,992 17,581	2,869,385	925,823 36,410
New England	147	134.887	13.1	9,845	59	2,699	174,599	14,182
Maine	17	8,259	16.0	690	8	204	13,911	1,115
New Hampshire	4	887	18.7	88	3	37	1,753	76
Vermont	69	57	17.5	£ 400	3	********		7 000
Rhode Island		73,547 14,030	12.0 13.0	5,128 836	23	1,444 256	91,142 16,372	7,800 1,594
Connecticut		38,107	14.5	3,103	19	758	51,421	3,586
MI 4 H - A H C -	***		12.9	40.400				
Middle Atlantic		<b>599,658</b> 354,062	13.0	<b>43,133</b> 24,884	383 237	<b>11,743</b> 6,667	<b>836,330</b> 488,436	<b>58,671</b> 32,487
New Jersey	60	72,959	12.1	5,053	35	1,182	90,802	7,137
Pennsylvania	145	172,637	13.0	13,196	111	3,894	257,092	19,047
East North Central	536	397,144	13.8	30,127	280	8,047	505.453	42,882
Ohio	165	106,441	14.1	8.737	77	2,315	<b>585,453</b> 172,329	12,746
Indiana		43,758	12.3	2,949	28	802	62,899	4,929
Illinois		152,207	14.1	11,243	101	3,013	218,161	14,511
Michigan		62,857 31,881	14.4 12.3	4,836 2,362	53 21	1,299 618	94,630 37,434	6,960 3,736
West North Central		180,057	13.0	12,771	117	4,024	253,811	21,286
Minnesota		42,782 22,486	13.0 15.7	3,279 1,621	19	1,043 451	66,888 29,193	5,240 2,492
Missouri		72,805	12.1	5,030	45	1,638	105,566	8,292
North Dakota		2,683	13.5	186	5	56	3,427	360
South Dakota	10	7,113	12.5	420	5	120	8,368	894
Nebraska		18,225	12.4	1,187	12	384	21,867	2,426
Kansas	21	13,963	14.1	1,048	10	332	18,502	1,582
South Atlantic	280	237,859	12.5	16,256	121	4,450	309,662	26,799
Delaware		325	15.4	22	3	9	472	33
Maryland	27	29,650 29,526	13.6 14.7	2,228 2,305	18	628 634	42,081	3,415 3,534
Virginia		38,094	11.1	2,223	19	652	46,262 46,391	4,002
West Virginia	31	17,077	13.8	1,170	12	319	21,871	1,989
North Carolina	42	34,690	13.3	2,502	15	599	42,704	3,546
South Carolina	16	7,066	16.2	525	14	195	11,056	852
Georgia	49	47,564 33,867	13.0	2,827 2,454	16	751 663	54,454 44,371	4,699 4,729
East South Central		84,671	12.8	6,272	44	1,663	118,632	10,194
Kentucky		12,944 36,341	11.0 13.5	762 2,799	12 16	274 694	16,602	1,508 4,087
Alabama		29,431	12.3	2,088	15	547	54,763 37,102	3,603
Mississippi		5,955	15.0	623	1	148	10,165	996
West South Central	191	145,881	12.9	10,210	110	3,056	209,222	18,101
Arkansas	22	15,515	12.4	1,140	13	380	21,806	1,817
Louisiana	30	24,588	11.9	1,569	14	481	30,176	2,862
Oklahoma		19,849	12.9	1,326	22	387	31,903	2,339
Texas	111	85,929	13.2	6,175	61	1,808	125,337	11,083
Mountain		51,624	13.5	3,797	49	1,119	71,414	6,874
Montana	9	5,427	10.3	307	2	92	4,750	638
Idaho		(x)	(x)	(x)	(x)	(x)	(x)	(x)
Wyoming		(x) 21,984	(x) 12.1	(x) 1,497	(x)	(x)	(x) 28,332	(x) 2,549
New Mexico		580	14.5	41	2	12	757	150
Arizona	15	4,470	15.7	371	13	96	6,812	715
Utah	24	16,721	15.7	1,443	, 11	447	28,170	2,533
Nevada	4	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Pacific	284	206,239	13.4	15,531	180	4,191	310,262	26,834
Washington	48	30,858	15.9	2,748	26	736	45,654	4,433
Oregon	. 29	25,980	13.4	1,906	12	513	40,565	2,875
California	207	149,401	12.9	10,877	142	2,942	224,043	19,526

<sup>•</sup> Proprietors at unincorporated businesses. x Withheld to avoid disclosure.

## Appliance and Radio Wholesalers Do a \$2-Billion Business

THE figures in the table above are big figures, because radio and appliance wholesaling is big business, bigger even than many people in the industry appreciate. Recently made available by the Bureau of the Census, these 1948 statistics give the whole picture: number of firms, sales, expenses, payrolls, and inventories.

Not revealed in the table are these important facts: In 1948 there were 5,443 electrical goods wholesalers of all types, including 540 general

line, 2,385 wiring supplies, and 2,518 appliances and radio. Appliance and radio wholesalers made total sales of \$2,038,000,000, 505 percent over 1939, and far more than either of the other two types of electrical wholesalers. Altogether, the three types of wholesalers provided employment for 90,448 people. Operating expenses amounted to 10.2 percent of sales for general line firms, 16.2 percent for wiring supplies and 13.1 percent for appliance-radio distributors.

States showing the largest dollar volume for the trade as a whole in 1948 were New York, California, Pennsylvania, Illinois, Ohio, Texas, and Michigan, in that order. More data for cities, metropolitan areas and states for both wholesale, and retail trades can be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., by requesting the official order blank, Announcement of 1948 Census of Business Area Bulletins.

End

#### When Must You Take Back

## DEFECTIVE MERCHANDISE?

Suppose that washer you sell today doesn't work properly and the customer wants you to take it back. Will you have to? An understanding of well-established law, as outlined here, will make it easy to tell when the answer is Yes and when it is No

#### By ALBERT WOODRUFF GRAY

Seventh in a series of legal articles. List of titles available upon request.

A DEALER in electrical equipment in Mississippi sold a restaurant owner a freezer under a conditional sale contract for \$1,257.45. The down payment made on the delivery of the box was \$100.45 in cash and notes for \$260. Two months after the delivery of this box the buyer signed the conditional sale agreement providing for payment of the balance of \$897 in fifteen monthly installments.

These payments were all met as they became due, but the buyer refused to pay the notes for \$260 representing the down payment. Ultimately the dealer sued and the buyer interposed in defense of the action that this freezer was not as represented, was worthless and had not operated properly from the day of delivery.

The Mississippi court in its decision referred to an earlier case in that state as authority for its decision here in favor of the dealer. In that earlier case a sawmill operator had bought a belt for use in his mill. After using this belt for a couple of weeks he discovered that the manufacturer had failed to fasten securely the two ends and the lap had torn free.

However, instead of taking the belt off the pulley and returning it to the manufacturer, he continued to use it for several weeks after discovering this defect. Later when he was sued by the manufacturer for the price of the belt this sawmill owner contended that he was not liable for payment since the belt was defective.

#### Continued Use Means Acceptance

The court held that the continued use of the belt by the owner after discovering its condition and his failure to return or offer to return the belt was an acceptance and a ratification of the sale that waived the defects.

Applying the law laid down in this earlier case to the circumstances of the sale of the freezer and the continued use of the box after the customer had knowledge of the defects and his failure either to return or offer to return the box, the Mississippi court said,

"The continued use of this refrigerator equipment by the buyer after discovery of its unsatisfactory condition, in the absence of notice of rejection and return or offer to return it to the dealer, constituted an acceptance." This same situation occurred in the sale of a radio by a Louisville, Kentucky, radio and music store. The customer paid \$490.00 and was assured by the dealer that the radio was the latest and best of its type on the market.

The reception from the radio was unsatisfactory. This customer repeatedly complained to the dealer and in each instance he made an effort to remedy the defects. Finally she offered to return the radio and demanded the refund of the money she had paid. The dealer refused either to take back the radio or return her the payment she had made. Then she sued to recover her money but continued to use the radio.

In deciding the action the court said that she had used the radio after she had offered to return it, that it had been installed in the different places where she lived and that she had continued to use it as she had before her offer of its return. When there has been the tender of the return of an article purchased and the tender has not been kept good, concluded the court, there can be no recovery of the money paid.

This requirement of the law that a dissatisfied customer who seeks to recover the money he has paid for an article, must first return the article to the dealer and if the dealer refuses to accept it, put the article aside and keep it as he would the goods of another, became even more emphatic through the provisions of the sale contract of a neon sign in Georgia.

This contract contained the clause, "All complaints shall be made within five days after the erection or delivery and unless made within said time, said sign or signs shall be considered as satisfactory and according to specifications."

The sign failed to operate satisfactorily. Not only did the center portion, intended to flash intermittently on and off, fail to do so, but there was no illumination of part of the sign. The dealer tried unsuccessfully to remedy the defects but finally sued to collect the price agreed upon for the sign.

The Georgia court said of the failure of the sign to function properly and of the provision of the contract restricting the customer to five days for any complaints, that irrespective of the defects of the sign, this customer had failed

to complain within the time specified in the sale agreement. Consequently she could not afterwards be heard to complain and the dealer was entitled to payment for the sign. The efforts of the dealer to repair the sign did not in any way change her obligation to adhere to this provision in her agreement.

"The voluntary undertaking by the seller, after the expiration of the time in which complaints were to be made to the buyer in case the article did not prove satisfactory, and without any consideration, to repair the sign, did not amount to a waiver of its right to insist upon the complaints being made in the time specified in the contract."

#### 100 Year-Old Precedent

A Kentucky case decided a hundred years ago has served as authority in this country for this law that before a customer can recover money paid for goods that are not as represented, he must either return or offer to return them.

A man in that state bought a mule. Dissatisfied with his purchase he took the animal back to the former owner and demanded repayment of his money. The seller refused either to accept the mule or give back the money. The buyer then put the mule at work on his farm and sued the former owner for the price of the animal.

The buyer, said the Kentucky court in this old case, by taking the mule back with him and considering the mule as his own, ratified and agreed to the sale. After that he could not be heard to complain or be awarded a return of the money he had paid.

"As the seller, after rejecting a tender and permitting the jack to be taken away without explanation or reservation, could not have reclaimed him on the next day or at the end of a month, so the buyer after submitting to the rejection of his tender and after taking the animal back and putting him to service as if he was the buyer's own, could not go back to his tender and claim that the purchase of this jack was rescinded and that he had been keeping and using the seller's jack and was not bound to pay for him. If the buyer could do this at the end of seven weeks he could do it at any time within five years."

End



"We consider the Lewyt to be the finest Vacuum Cleaner produced anywhere in beauty, engineering design and utility." ROBERT L. CRINNIAN National President, ASIE

You'll sell cleaners in volume when you DO IT with LEWYT

LEWYT CORPORATION, VACUUM CLEANER DIVISION, DEPT. M-4, 60 BROADWAY, BROOKLYN 11, NEW YORK

ELECTRICAL MERCHANDISING-APRIL, 1951

PAGE 69



## Egg polishing... 9 an hr!

As every apple polisher knows, customers go for high gloss. Sheen sells more spinets, glasses, yachts, plumbing, air travel...works for the farmer, too.

Robert Marshall, Tompkins County, N. Y. scrubs eggs with an automatic washer which cleans five cases hourly. Clean eggs bring 6c per dozen more... polishing pays the polisher \$9 an hour!

Farming is a business...and good farmers go in for continuous product improvement, keep an eye on tomorrow's markets, favor flexible production plans and marketing methods... concentrate on higher yield crops and herds, better quality and quantity...more eggs per

chicken, more quarts per cow, more alfalfa per acre, higher hog profits, maximum cash income per annum!

The farm homemaker is also lifting living standards. She uses more mechanical appliances to save time and steps...

obtains quicker and better output with cake mixers, automatic toasters, coffee makers, electric ranges, washing machines and ironers. With increased leisure she is more style conscious, chooses better home decorations, rugs, and furniture . . . is a new major market.

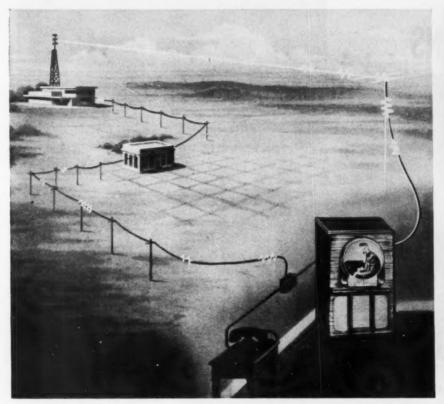
Best business opportunity...today is the Successful Farming audience, of the best farmer

business men in the US...1,200,000 families of which more than a million are concentrated in the fifteen agricultural Heart States, with the best soil, largest investment in land, buildings, and machinery, highest yields and earnings—easily 50% above the national farm average.

Advertising in general media misses much of this major market—
needs Successful Farming for its powerful penetration, and its wide influence based on forty years of service. With current production and prices, a decade's backlog of savings, SF subscribers are the best class electrical merchandise market in the world. Ask any SF office for the facts.

Successful Farming, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.





**IN OPERATION,** Phonevision programs can be received by anyone, but as broadcast from the transmitter (upper left) are scrambled until the viewer picks up his telephone and orders the show, thus getting the operator to send the decoding signal over a telephone wire connected to the set (lower right)

## **Phonevision Gets Its First Test**

AFTER delays, complication, misunderstandings and controversies that would make most private citizens throw up their hands in utter disgust, Zenith Radio Corp. finally broke through on January 1, 1951, with the first real opportunity to test Phonevision, its method of pay-as-you-go television, with a live audience.

Federal Communications Commission permission gave Zenith the right to broadcast one feature movie a day to 300 "typical" Chicago families for a period of 90 days at a subscription price of \$1 per show. At the end of the first four weeks Zenith had already acquired enough statistical data to indicate an affirmative answer to the paramount question: Would people pay to see programs on their own television receivers?

According to Zenith, the 300 subscribing families saw a total of 2,561 movies during the first four weeks, an average of 8.5 shows per family. The novelty of the service produced the same reaction among subscribers as among new TV set owners: they stayed glued to their sets during the first week. In this period, says Zenith, the average family saw 3.1 movies, but for the last three weeks patronage steadied to a more normal 1.8 movies per week.

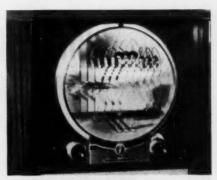
#### Too Much to Expect?

The implications of the first four weeks were so enormous that they were frightening—at least to E. F. McDonald, Jr., Zenith's president. As an example, Mr. McDonald pointed out that if ten million TV-owning families were as willing to pay to see feature movies as the 300 test families, Phonevision would do a business of one billion dollars a year.

"Being manufacturers and engineers," said McDonald, "we are willing to leave analysis of the final results of our test up to Hollywood's experts on movies and up to the FCC, for whom we are gathering this data, but here's what we know so far: On an overall average for the period we have reached 30 percent of our audience—our ten lowest grossing pictures reached 22 percent of our audience. Nine out of ten of our test families reported that they prefer a movie on Phonevision at home to seeing it in the theater."

Comparing these figures with movie-going habits of typical families, McDonald pointed out that, according to published figures, the average American goes to the movies less than once every two weeks and that his test families are therefore seeing movies at home by Phonevision more than three times as often.

"We fully expect," he said, "that as the novelty of this test wears off and after our test families have received their first month's bill . . . our patronage may decline during the second and third month. We are also aware that our feature films (none of which are more recent than 1948 and which have been previously seen in theaters by 20 percent of the test families) are competing



A SCRAMBLED SHOW might look like this. Zenith has 11 different ways to upset the picture to make non-paying viewers get dizzy.



SCRAPPER E. F. McDonald, Zenith president who thrives on controversy, declares that company spent nearly 20 years and \$1,000,000 on Phonevision.

## 300 Chicago families see 2,561 shows in first four weeks of operation, an average of 8.5 shows per family

with the latest movies in Chicago theaters." In what might be interpreted as a bid for support from Hollywood—which has heretofore looked at Phonevision with so skeptical an eye as to make it difficult for Zenith to obtain enough movies for the test—McDonald declared that even with only ten million subscribers Hollywood would realize about \$450,000,000 a year and that most predictions of eventual TV ownership are in the neighborhood of 40,000,000 sets. He also pointed out that the Chicago test showed that Phonevision films were being seen by many people who normally were not movie goers and that they were therefore providing Hollywood with a "heretofore unavailable audience."

#### Cooperation Needed

To work, Phonevision must have the cooperation of both motion picture producers and telephone companies, the former to provide the films and the latter to act as a booking and collecting service. Subscribers who wish to see a particular show must contact the telephone operator who records the "sale" and establishes a wire contact which unscrambles the distorted picture and sound transmitted over the air. So far, not all the necessary cooperation has been easily obtained, but McDonald is getting his test and it may well open the way to better programs and more pay-as-you-go TV for a substantial portion of the nation's set owners.

End

### BIG GAINS . . .



**LIGHT BULBS** and fuses were the reasons why this housewife went to the Electric Service Co., Knoxville, and partner W. D. Ward sells her the bulbs, but, also . . .

## ... from LITTLE GADGETS

Small items like fuses, sockets and light bulbs not only pull traffic to the Electric Service Co., Knoxville, Tenn., but also provide door-openers and steady customers for the salesmen who deliver them

THE little things in life can be pretty important sometimes, say W. D. Ward and Jack White, who own and operate Electric Service Co., in Knoxville, Tenn. They've been playing up gadgets for years.

By skillful and judicious display of such minor items as electric light bulbs, push buttons for doorbells, batteries and iron cords, Ward and White keep a steady stream of traffic coming into their shop at 3916 McCalla Ave.

"We had to devise ways and means of getting 'em in somehow," says Ward. "We're pretty far out of town and a bit off the beaten track. Much of our trade comes from passing motor traffic. We figured we had to appeal to the passerby for the minor items which almost every household constantly needs. We keep our windows well filled with such items. One week we'll arrange a display of electric light bulbs and fuses, and the next we'll fill the windows with chimes, lamps, irons, electric fans and similar items.

"By playing up the small pieces in our windows, we reach an untold number of customers. Much of this is what we call 'selling by impression'. A passerby who regularly sees our 'windows notes a variety of items which are needed around the house every day. Perhaps he won't buy at the moment, but when his doorbell gets out

of order, or when he needs a socket or a fuse, or when he begins to think of a small gift for graduation or the holidays, he'll recall just where he saw it and come around to see us."

#### Displays Are Effective

The inside displays at Electric Service Co. are thoughtfully designed to take advantage of the traffic thus drawn into the store by the display of minor items. Shelves containing light bulbs, for example, are arranged by the aisle where new refrigerators are displayed. The bulb buyer thus can hardly miss inspecting the refrigerator as he waits for his purchase to be wrapped. Displays of percolators, toasters, deep fat fryers and irons are arranged on the very counter where the customer pays his bills. Side by side with the bins containing switches, fuses, plugs and drop cords are new electric ranges, with signs inviting the customer to try the push buttons, and home freezers filled with food.

It is a smart and attention-getting arrangement, one which Ward declares has accounted for many a sale in the major appliance line. The proximity of the appliance to the customer has its psychological value and very frequently inspires queries about the equipment, he says, and it is but a step from here to demonstration and to sales.



**HE SHOWS** her an electric range. If she'd ordered the bulbs by telephone a salesman would have delivered them, then aroused her interest in an appliance.

By delivering small items which have been ordered by telephone, the company's salesmen make excellent contacts and turn up many prospects for major appliances, Ward says. He finds the delivery procedure a far more effective entering wedge than the use of give-aways or cold canvass, since it affords the salesman an opportunity to be of service by putting in the new fuse, light bulb, battery or whatever has been ordered. It also gives him a chance to check up on and discuss the appliances in the housewife's kitchen

"One of the best things about featuring minor items as a traffic puller," says Ward, "is that the business is not seasonal. Winter, summer, spring or fall, every household needs something in the way of sockets, drop cords, light bulbs, batteries and kindred equipment. And it isn't too big a matter here at the store to keep our inventory up—we just keep a fairly close check on it to see that we don't run out of the small items.

"The display space allotted to these gadgets is considerable, of course, but by integrating it with the display space for large appliances, we handle it well enough and succeed in our purpose of directing the attention of the customer to the major appliances."

#### Lamp Department Popular

Another successful method which Electric Service Co, uses to get traffic into the store is the maintenance of a lamp department. This department specializes in converting and electrifying antique lamps by wiring them for use. The expert workman in charge of this section has converted and modernized old stable lamps, ship lights, railroad lanterns, kerosene oil burners and similar antiques into shining, decorative and useful illumination pieces.

The suburb in which the firm operates is an antique-conscious area, and the demand for lamp work is high.

Ward declares that the resulting traffic to and from the lamp department is a very satisfactory source for appliance prospects, and that many a refrigerator has been sold to a housewife who first entered the store with an antique lamp in her arms.

Usually, one section of the display windows is reserved for a lamp exhibit, featuring old brass pieces, glass designs or trick creations. Few signs or ads are necessary, according to Ward, since a true antique fan can recognize a lamp shop immediately from a mere display.

The Electric Service Co., which basically is an electrical contracting firm, handles the Westinghouse line and does an annual business in excess of \$75,000 in major appliances only. Ward says the sale of minor items is exceedingly high and adds up to a neat profit in itself, but the firm features such items as a means of drawing traffic and selling larger equipment. End



GOOD SOURCE of traffic for Electric Service is its established reputation in converting antique lamps to electricity. In turn, the store converts such customers to new electrical appliances.

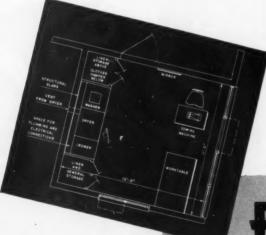
# A Practical Idea for a "CLOTHES-CONDITIONING CENTER"

#### A LAUNDRY-SEWING ROOM DESIGN

By S. J. Tauriello, A. I. A.

A far cry from the old-fashioned laundry in a damp, dark basement. Plenty of room and cheerful light for laundering, sewing and mending; worktable for cutting and basting; ample storage space for linen, patterns and materials. In between these storage areas is the Blackstone Automatic Washer, Dryer and Ironer with a large soiled clothes hamper next to the washer.





Here's a "home workshop" that any mother will appreciate. In homes with growing children, laundering and mending clothes normally are major time consumers. To simplify these tasks and make them as pleasant as possible, Architect Tauriello designed this combination laundry and sewing room around the Blackstone Automatic Laundry. That he was able to do so within these space limitations is a tribute to the design-flexibility of Blackstone's three matching units—Automatic Washer, Dryer and Ironer. Requiring only 72" of wall space, they can be installed in any sequence or arrangement against one or more walls, anywhere in the house. Only with Blackstone equipment could this practical design be accomplished. Blackstone Corporation, Jamestown, New York.

BLACKSTONE

World's Oldest Manufacturer of

HOME LAUNDRY APPLIANCES

## VIKING means more

VIKING ... PROVEN THE SUPERIOR FAMILY SEWING MACHINE!

It's here at last!... the Sewing Machine that made history in all European countries since 1872. Now available for general distribution to American homemakers. "VIKING" had to be good to be an international success for over three-quarters of a century!

"VIKING" means everything a woman expects and wants in a Sewing Machine. "VIKING" is generously wanted . . . highly promotable . . . a profit producer you'll be needing to fill your 1951 sales picture.

Get the facts...Write for complete details and prices



PROMOTIONALLY PRICED To Bring in TRAFFIC!

The ever popular VIKING No. 10 is a vibrating shuttle machine employing a long hobbin and has the thread tension device for both the upper and lower threads . . . which makes for easy and simple operation. This machine is an easy seller in the lower price field.





BEAUTIFUL CABINET STYLING YOUR CUSTOMERS WILL



# ew business in '

VIKING . . . THE FINEST VALUE ON THE MARKET TODAY!





MADE IN SWEDEN SINCE 1872 VIKING Sewing Machines are masterpieces of engineering perfection.

WESTINGHOUSE MOTOR

CENTRAL MACHINE

enkineers have made extensive tests over made extens over many extensive for the first over many extension, fewing blasse of them; one for each of the first over the first

All types of sewing operations on vari-ous labrics ... at continuous high speeds.



Every VIKING Sewing Machine is sold to you and your customer under a double guarantee-from its Swedish manufacturers, outstanding, world-famous precision machinery builders, and from Consolidated Sewing Machine & Supply Co., world's largest wholesale sewing machine and supply house. You can sell VIKING Sewing Machines with complete confidence!

ADMIRE AND BUY!

OPERATIONAL WEAR TESTS

VIBRATION TESTS

A coreful fest subjecting VIKING ma. stand up. determine how parts will To ossure line, smooth operation with LUBRICATION TESTS To uncover effects of normal mean and acceptant of normal mean and acceptant of the control of t brication system.

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ONE OF THE FINEST SEWING MACHINEST THE MARKET TODAY!

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POWERFUL CHASSIS

Compactly constructed, with the famous Alnico V speaker and shock-resistant tubes. Built for long-range reception.

#### RAIN OR SHINE

They play in any kind of weather. The plastic or metal cases stay bright without fading, cracking or warping.

#### NO BATTERY BURGLARY

An automatic shut-off switch cuts off battery power when set is plugged into AC or DC . . . gives batteries extra life.

#### HIGH-LINE ANTENNAS

Installed above grounding level in all sets . . . they'll even play on metal surfaces.

#### DOUBLE-JOINTED HINGES

Designed to "give" if cord gets caught in back cover . . . no snapped hinges.

© PLAYMATE, JR. Model 51M1 — Sturdy enameled metal case in Marcoon or Forest Green, matching flip-up lid contains the Aerovane loop antenna. Foldaway cord inside back cover.

> MUSIC BOX Model 51L1— Tiny and lightweight but, man, what power! In Forest Green or Rich Maroon scratch resistant plastic.

> > G TOWN AND COUNTRY Model 61L1—Deluxe styling, extra long range reception and double capacity battery power. Sturdy Maroon or Forest Green plastic.

Motorola Inc.
A545 Augusia Bivd., Chicago 51, Ill.

get this eye-catching display

. . . see your distributor

## Idea Digest



RESTAURANT TIE-IN BUILDS MODEL TRAIN SALES: A St. Louis restaurant's cooperation with Bell Radio & Appliance Co. resulted in the installation of an electric train, which runs along the inside of the oval food service counter carrying customer's orders on eight flatcars. Models of famous locomotives are rotated in use. Wall murals and window displays carry out the railroad motif. The tie-in has spread Bell's electric train sales well beyond the normal Christmas demand.



REMOTE CONTROL DEMONSTRATORS SELL RECORDS: The non-breakable characteristics of the new fine-groove records has made self-service practical, so Emerson Piano House, Decatur, Ill., lets customers select their own records. Then the clerk piles a customer's records on one of the Webster-Chicago three-speed players shown above, eight of which are connected to separate listening booths. Listeners like the convenience, and booths can be scheduled more easily.



UTILITY DISPLAY HERALDS FAN SEASON: A sailboat riding simulated waves, with sails billowing in electric breezes, highlighted the display, "Sail Through Summer with Electric Breezes," which Cincinnati Gas & Electric Co. featured in its lobby last summer. Every type of electrical cooling equipment was shown.

#### **RULES FOR TELEVISION VIEWERS**

- 1. Enter quietly. (We understand that this is not a social call.)
- 2. Do not fondle the Knobs. (We bought and paid for the set.)
- 3. The Children and Grandparents have A-A-1 priority.
- We reserve the right to seat our customers. (Comfortable chairs and cushions are reserved for members of the immediate family.)
- 5. People with colds must watch from the kitchen.
- Kindly leave quietly when the screen goes dark. (The family may be in bed and asleep.)
- No criticism of our set will be tolerated. (If you know someone with a larger screen, you are free to visit them.)
- 8. This set operates 30 minutes for 25¢.
- We do not serve set-ups. (You may bring your own refreshments.)
- If you like our set, and wish to show your appreciation, you may obtain one like it at BRUCE'S RADIO & TV SERVICE.
- Feel free to invite your host and his entire family to visit your home some time!
- A copy of these rules may be obtained upon request from BRUCE'S RADIO & TV SERVICE, Springdale, Ark.

TV "RULES" CARRY PROMOTION MESSAGE: On the back of a card containing a short advertisement, Bruce's Radio & TV Service, Springdale, Ark., printed the set of "Rules for Television Viewers" shown above. The card turned out to be one of the cheapest and most effective devices that Bruce's has used.



West Bend adds gay, harmonizing color -just in time for your spring brighten-up campaign. These three radiant decorator colors-Blue, Gold, and Wild Plum-set housewives' eyes and hearts a-glow. The permanently anodized Color-glo finish is so easy to clean. Resists scuffs, stains and scratches. Will not rub or chip off.

COFFEE-MAKERS IN COLOR

fully Automatic

lust add coffee and cold water, plug it in and it starts to perk in less than a minute. Shuts off automatically when the coffee is brewed and keeps it piping hot till you're ready to serve. Always the same clear brew-made automatically.



DISHING OUT a tasty doughnut sells Fryrytes, chef W. J. Frazier, district sales ger for Fryryte, proved at a recent three-day demonstration at Powers Gas and Electric Co. Eight sales were made and 50 other prospects were lined up.

#### Demonstration Sells Deep Fat Fryers

Free samples help make eight sales, 50 prospects, despite bad weather

D ISHING out tasty doughnuts to customers is selling deep fat fryers for the Powers Gas and Electric Co., Maywood, Ill. Chef at a recent three day demonstration for Powers was W. J. Frazier, the district sales manager for Fryryte.

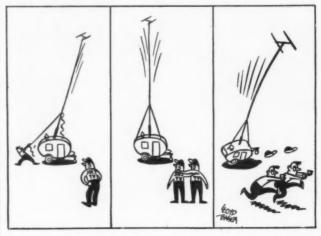
During Frazier's performance, he made eight sales, of which seven were cash, and 50 prospects were lined up for future sales. Each customer registered as he entered the store. Door prizes-one Fryryte and other smaller items-were given away each day at a drawing. A separate list was made for those who couldn't buy a fryer, but were interested.

Half-page newspaper advertisements invited the people to come and eat

potato chips, Piff-O-Puffs, french fried potatoes, and pop corn at Powers' G and E store. Even though the weather was nasty, usually there were from 12 to 15 people in the store watching the chef in action.

Rain, snow or cloudy weather may have hit Maywood at a bad time, but it didn't keep the show from being a great success, Mr. Powers said. "It was even better than our expectations. And we are going to try something like this again.

Total material cost for the live demonstration was \$8.18. This included 20 pounds of potatoes, four pounds of cooking fat, two pounds of pop corn, and 15 boxes of Piff-o-Puffs.





EASY TO CLEAN

RESISTS SCRATCHES

AND STAINS



# AMERICA'S MOST VERSATILE WINDOW FAN



- · Complete
- · Reversible
- · Portable



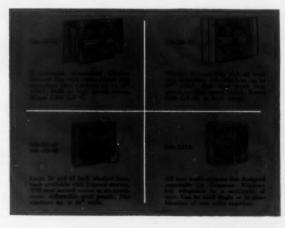
The deluxe "NITEAIR" Fan ... a complete exhaust or inlet window fan. It reverses quickly. The steel panels are adjustable to fit any window up to 39" wide. It is also a portable fan, with "fingerproof" guards front and rear, with rubbercushioned feet and handle ... (just lift it from the expanders). Moves 2500 C.F.M. at high speed, weighs just 30 lbs. WRITE for full information.

## Get behind the NITEAIR Line ... fast-selling and profitable for 1951!



The NA-20-P, an OUTSTANDING Portable Fan for use anywhere in home or apartment (same specifications as the NA-20-PW Fan).

You'll build more friends and customers with the Lau "Niteair" Fan line. Smartly designed, carefully engineered, beautiful and powerful fans... built for a long life of satisfactory service and "priced for profit" to you. Why not see your jobber or distributor or write us for all the facts that will help you cash in on hot weather profits this year?



THE



BLOWER COMPANY . DAYTON 7, OHIO

See Your Jobber or Write The Lau Blower Co., 2005 Home Ave. for Full Information



#### A COMPANION MODEL FOR OUR NATIONALLY ADVERTISED ROLL-A-VAC MODEL 3A-1 AT \$19.95

Every owner of a tank type cleaner becomes a new prospect when you stock our new model 201. Get out your customer mailing list. Make an appointment to demonstrate Roll-a-Vac. Your customers will sell themselves.

Roll-a-Vac gives the housewife a complete mobile home cleaning and storage unit. Roll-a-Vac's one trip cleaning saves valuable cleaning time. It makes vacuum cleaning a pleasure rather than a chore. All the attachments are at hand level, eliminating much stooping, bending and lifting. All in all, Roll-a-Vac does what every housewife dreams of, it makes her cleaning easy. So, offer Roll-a-Vac to your old cleaner owners . . . They want Roll-a-Vac and will appreciate your part in making it available.



See our ad in the April issue of Good Housekeeping. The Good Housekeeping seal is given no one... the product that has it earns it.



Roll-a-Vac model 3A-1 has the Good Mousekeeping seal . . . model 201 is being investigated at this time.



#### MAIL THIS COUPON

CAR-REE-ALL PRODUCTS, INC.
492 Sexton Bldg., Minneapolis 15, Minnesota

Gentlemen: I am very interested in this new model Roll-a-Vac. Please send additional information.

Name	 	

Address

City Zone State

I am a dealer distributor No. of dealers

-My business letterhead is attached-

## Changing Showroom Daily Sells Electric Blankets

"Another day, another stage setting" is the motto of Hokom Co., Beverly Hills, Calif.

THE whole showroom's a stage, and the act is different every day at the Hokom Co., Beverly Hills, Calif. Once a customer has seen the average dealer's showroom, he's pretty sure of seeing the same merchandising setup next month—and the month after. But at Hokom's he's lucky to see the same merchandise on the floor a day later.

Hokom's electric blanket campaign—put on in the heat of last August—is typical of the firm's strategy. Not just one blanket, not just a dozen blankets appeared on the floor, but literally hundreds—and they were moved on overnight, after electric housewares, which had dominated the floor for two days, were hustled off to the warehouse. Hokom's ran big ads in the local Beverly Hills paper and plastered its front windows with blanket advertisements—in 90-degree weather.

The campaign was geared to last five days. The first day the store was a mass of G-E blankets. On each of the four days following, Hokom employees moved off a portion of the stock. A first-day shopper who stopped by again on the third day was impressed to see how many blankets had been "sold." Actually many were sold, but those unsold in the day's quota were moved back to the warehouse.

Hokom's sold 20 blankets in five days, a good showing. And by massing its display in about one-quarter of the showroom space, it still had plenty of room to show other appliances. The firm usually sets the stage up front in the showroom, although it has been set in the rear to draw customers through the store.

By the end of the week only a few blankets remained, and after a last strategic withdrawal it was time to set the stage for a new appliance.



EARL LENSTER, sales manager for Hokom's, shows how he builds up the firm's bulk display. "The bigger the better," he claims.

Hokom's system calls for close liaison between the merchandising manager and the warehouse, to make sure the warehouse has enough stock of one item on hand to stage an impressive show, and to avoid interrupting regular deliveries. Appliances are moved on and off the floor after store hours.

Why does this dealer the smallest appliances constantly? Because he has learned from experience that a film of dust or a scuffed display sign can betray the age of the display to a customer. Salesmen are too close to the display; they often don't notice how shopworn it is.

After setting their stage daily for ten months of last year, Hokom's found that dollar volume was 20 times what it had been for the same period in 1949. They don't think they'll abandon the idea. End



#### PREDICT SUCCESS FOR **ELECTRICAL GIFT DRIVE**

The Electric Housewares Gift Program sponsored by the NEMA Electric Housewares Section is certain to bring results to dealers who tie in with the campaign, in the opinion of the Hamilton Beach sales department.

"The idea is sound and well worked out," the company's salesmen were told in a recent bulletin. "The display material is smart and usable. The special ads are filled with sell. Manufacturers' backing is solid. We urge you to enthuse your dealers on this project."

Hamilton Beach also stressed the availability of special gift folders and mats on its Model "G" Food Mixer and Mixette from the company's advertising department.

#### 23-YEAR RECORD OF SATISFIED CUSTOMERS



R. C. Bucklow, manager of the Miller Furniture Co., Parkersburg, West Virginia, boasts of a 23-year record of selling Hamilton Beach appliances to Parkersburg home owners. He says he prefers to sell Hamilton Beach because, "I know the customers who buy them are getting appliances that will give them many, many years of trouble-free service. In addition, the exclusive features of Hamilton Beach that make the appliances easiest to use also make them easiest for us

Mr. Bucklow, shown above with his Hamilton Beach floor display. also commented upon the extra margin of profit the dealer makes on the Hamilton Beach line

#### MAGAZINE AD CAMPAIGN **NOW BUILDING SALES**

Readers of The Saturday Evening Post, Ladies' Home Journal, Better Homes and Gardens, American Weekly, Woman's Day and Modern Bride are being told the story of Hamilton Beach Food Mixers and Mixettes in advertisements in those magazines.

The current campaign stresses the value of the Model "G" mixer at \$37.50, with juice extractor available at \$4.50 additional. Ease of use is also featured with especial attention to Mixguide, Bowl Control and One-Hand Portability.

Mixette advertisements are pointed towards the small-kitchen

## There's only one TOP VALUE! HAMILTON BEACH

Costs your customers less . . . while it pays you more

Top Value! At \$37.50 retail, Hamilton Beach, less juice extractor, is a real buy for your customers.

After all, not every woman wants this attachment. With Hamilton Beach, she isn't forced to take it! Yes, the \$37.50 price tag makes sales for you because it makes sense to your customers. And Hamilton Beach is top value from another standpoint. It's easiest to use. Right, easiest of all food mixers, regardless of price. Another reason it's easiest to sell.

#### Top Margin!

The chart shown here is proof that Hamilton Beach pays off. But check your price sheets. Convince yourself that here is the prettiest profit picture there is. And in quality Hamilton Beach is second to none-more than 40 years of experience and 15 million appliances say so! It's top value, top quality, and it pays you more. Any way you look at Hamilton Beach it's good business-very good business indeed.

#### Easiest-to-Sell HAMILTON BEACH

GIVES YOU MOST PROFIT ON FOOD MIXER SALES!

MIXER "A" PAYS 36.12% PROFIT MIXER "B" PAYS 36.13% PROFIT

MIXER "C" PAYS 36.13% PROFIT

MIXER "D" PAYS 36.16% PROFIT

MAMILTON BEACH 38.18% PROFIT

(Percentages based on List Prices, including tax.)





### HAMILTON BEACH Mixette

AMERICA'S FASTEST-SELLING PORTABLE! A winner since its introduction little more than a year ago. Captures the \$18.75 market for you. Mixette hangs on the wall or fits in a drawer. It's the only 3-speed mixer offering one-hand operation. Most important, it's not a toy but a powerful portable that takes heavy mixing jobs in stride. A gift-item natural in its smart black-and-silver package!

HAMILTON BEACH ads in The Saturday Evening Post, Better Homes and Gardens, Ladies' Home Journal, American Weekly, and Woman's Day tell your customers the value-quality story!

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

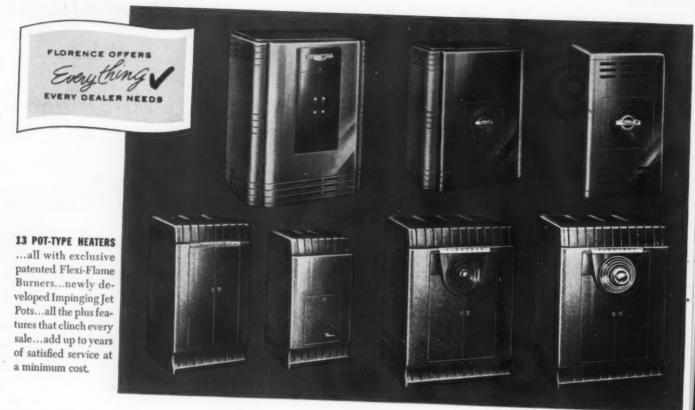
housewife and the June Bride gift buyers whose expenditures are in the less than \$20 bracket.

"The advertisements follow the tested format and appeals that have won high readership and increased sales in previous campaigns," says an announcement from the Hamilton Beach advertising department.

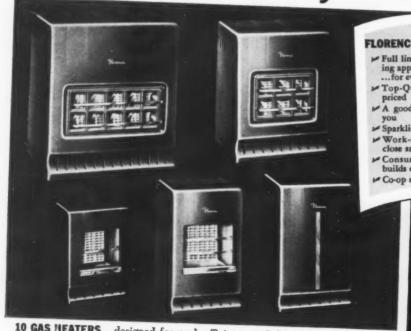
#### FOOD DEMONSTRATORS APPLAUD MIXETTE USE

Home economists who demonstrate food products for manufacturers are among the most enthusiastic users of Hamilton Beach Mixette. These girls, who travel extensively, are interested in (ADVERTISEMENT)

a food mixer which takes a minimum of space. "Now we have found a mixer that is not only economical on space but also gives us full mixing performance," one of them recently wrote. "We find in our work that there are great numbers of housewives who are interested in Mixette because they see us do a full-size mixing job with it."



# FLORENCE offers you the industry's top



10 GAS HEATERS...designed for peak efficiency and the most modern styling. There's a model for every heating budget...every heating need. Of course, there's a complete line of automatic controls to give you full trade-up opportunities for greater profits.

#### FLORENCE OFFERS EVERYTHING EVERY DEALER NEEDS:

- Full line of cooking and heating appliances...for every fuel ...for every budget
- Priced priced
- A good margin of profit for you
- Sparkling, eye-catching design
   Work-saving features that close sales
- ✓ Consumer acceptance that builds demand
- ► Co-op advertising plan

- Full color point-of-sales displays
- Complete selection of dealer sales helps
- Warehousing facilities for faster delivery
- ✓ Big company resources—3 modern plants
- Continuous research and product development
- ✓ Over three-quarters of a century of experience—a tradition of value

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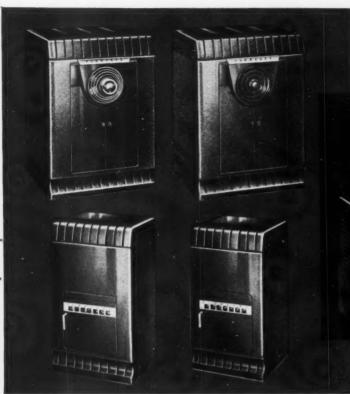
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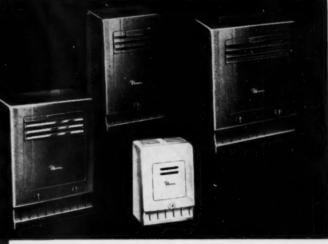
  ✓ Over three-quarters of experience—a tradition of experi



2 BAIL-TYPE ROOM HEATERS...long known for outstanding performance at lowest cost.



7 FLORENCE SLEEVE-TYPE HEATERS that can't be beat. They'll operate on extremely low drafts...have automatic draft regulators that banish annoying draft fluctuations... constant, trouble-free operation...a Heater for every pocket-book. Styled to grace every home.



5 CABINET-TYPE HEATERS...one turn, all brass metering valves...single or twin wickless burner...a model for every use and a price for every purse.

## line of OIL HEATERS and GAS HEATERS



Yes, not a feature is missing from the great new Florence line of Oil and Gas Heaters...porcelain-enameled wherever necessary for greater durability and greater heat transfer. No heaters on the

Smashing, full-color Florence ads appearing month after month in these magazines...the favorites that influence the women you want to sell: SATURDAY EVENING POST, GOOD HOUSEKEEPING, MCCALL'S, BETTER HOMES & GARDENS, HOUSEHOLD

and country gentleman.

market today are easier to clean...have more attractive furniture styling. Naturally all have full approvals that testify to the meeting of rigorous safety and performance standards.

GAS RANGES • LP-GAS RANGES • ELECTRIC RANGES • OIL RANGES
COMBINATION RANGES • OIL HEATERS • GAS HEATERS



FLORENCE STOVE COMPANY...General Sales Offices and Plant: Gardner, Mass. Mid-Western Plant: Kankakee, Ill. Southern Plant: Lewisburg, Tenn. Other Sales Offices: 1 Park Ave., New York; 1452A Merchandise Mart, Chicago; 419 Western Merchandise Mart, San Francisco; 53 Alabama St., S.W., Atlanta; 301 North Market St., Dallas.



#### ... and thereby hangs a sale

Help the lady buy the range that best suits her family's needs and you've got her next appliance purchase half sold. Use the manufacturer's literature and sales helps to give the customer all the facts she needs. Her satisfaction and enthusiasm will pay you good returns.

Even in a seller's market, there's constant competition for her dollar. That's why it pays to do a quality selling job on such quality products as Fiberglas\* Insulated home appliances. Owens-Corning Fiberglas Corporation, Dept. 104-D, Toledo 1, Ohio.





A SWELL FRATURE TO HAVE ... A SWELL FRATURE TO SELLI

APPLIANCE INSULATION

\*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberales Corporation for products made of or with fibers of glass.

FIBERGLAS IS IN YOUR LIFE...FOR GOOD!

#### Knock on Any Door

CONTINUED FROM PAGE 59 -

the community. He comes on the air with, "Come on you 'uns, let's get down there to that Seither & Cherry outfit and get some good stuff, they sure is mighty friendly there. They also have that meter plan for no downpayments and you can pay as little as two-bits a day . . ., can't beat that, can ya?"

#### Follow-Up Important

Besides the little spot commercials, the top salesman, Orville, has been very important in making the plan work. He goes back time after time to the homes for follow-up on a person who was interested. With eight years' experience in appliances before he came to work for Seither & Cherry, he has been a big help to the new and inexperienced firm.

"Other dealers in the country use the meter plan only as an introductory method of getting customers, then switch them to the regular time payments or let the customer bring the collections in by using the removable coin bank," Mr. Marion said.

"We have three of these, but don't like it, as we lose our contact with the people and that is one of the best reasons for the meter. This is fine for large towns where collections are made over a large area, or collections take too much time for the benefit they get from it."

#### Meter Selling Has Kickbacks

"Of course, there are misfortunes. One refrigerator owner came in after he had been using a refrigerator for a month and said he was moving out of the state and we could come and get our box, he no longer wanted to buy it. During this period, he had just had cheap rent for it, but we were able to clean it up and sell it almost like new. A woman also came in and asked us to pick up her refrigerator, because she was only working three days a week and her income was not steady and she needed all she made for living expenses.

"To make a meter sale stick, you must sell only to people who can actually afford to pay out.

"Once you have made a contact and have a customer," declares Mr. Marion, "you don't want to lose him. We have made many resales to people on the meter plan. About 35 tie-ins or resales have been made to people within the last six months.

"We start to follow up customers within three weeks after they have bought something. Naturally, the store comes out to service the device during the entire time of payment, but we can start talking something new to them by the end of the month. By going into their homes each month to get the collection, we also see things they should have for their homes, or the thing that needs most to be replaced.

"Many of our competitors are good businessmen. One has been in business for 35 years, so he has a large following. To get traffic in our store, the meter plan was used and sales have jumped for the six months it has been (Continued on page 88)

### The best goes first ... TIME FOR BE SURE TO STOCK THE GENUINE VORNADO It's ALWAYS been true — quality products are most in demand and go first. Why take a chance? Your fan season is just around the corner. ACT NOW - CALL YOUR DISTRIBUTOR TODAY. **COMPARE THESE** PLUS FEATURES! 1. Vornado is the most popular fan in America. 2. Years ahead in design and eye-appeal. 3. More exclusive sales and performance features. 4. Better discounts which mean greater profits, A PRODUCT OF THE C. A. SUTTON CORPORATION . . . WICHITA, KANSAS 5. Hardest-hitting sales promotion in the fan industry. THE O. A. SUTTON CORPORATION 1812 WEST SECOND STREET WICHITA, KANSAS Vormado must be good to be imitated! We would like to know more about your 1951 Vornado "Opportunity Year" program and the name of your A Complete Product Line for Every Need PEDESTAL local distributor. DESK TYPE

State\_

Firm Name\_\_\_\_

# YOUR OUTSTANDING PLUS COLOR-KEYED TO KITCHENS



Model HA-92: The finest refrigerator built today. Full, 9.2 cu. ft. storage. "Pantry-Dor" and built-in butter-keeper. Full-length cold. Horizontal 50-lb. freezer. Magnetic bottle-opener. Stainless steel shelves. Making sensational sales records everywhere at a suggested \$369.95. The biggest sales-making feature in electric refrigeration since development of the ice cube! That's what International Harvester Dealers are saying about the great new refrigerators with door handle inserts that are Color-Keyed to Kitchens!

It's an unbeatable combination for top sales appeal—International Harvester quality construction . . . femineered refrigerators built to last a lifetime . . . and now, the feature that puts International Harvester Refrigeration dealers way out in front: "Color-Keyed to Kitchens!" Make it YOUR biggest "Plus" for '51.

For information on available dealerships, consult the

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago 1, Illinois

They're NEW...and
YEARS AHEAD
They're Temineered
They're COLOR-KEYED
to KITCHENS

### INTERNATIONAL HARVESTER

Refrigerators and Freezers

International Harvester Also Builds Home Freezers...McCormick Farm Equipment and Farmall Tractors...Motor Trucks...Industrial Power

## FOR '51



#### COLOR is the KEY to related merchandise

Stores that sell kitchen accessories are finding that Color-Keyed Refrigerators promote the sale of related merchandise. Kitchen curtains...shelf cloth...mixing bowls...

utensils...metal furniture...dish towels... wall paint...linoleum—all move fast when you sell International Harvester Refrigerators. They're Color-Keyed to Kitchens!

COPYRIGHT, 1981, INTERNATIONAL MARVESTER COMPANY

# Now Inland Ice Trays



## Lift! Tilt!

for ice cubes ... fast!

There's ho other way to get ice cubes so easily, so conveniently, so quickly! With the Inland trays you lift the "Magic Touch" lever and tilt the grid. There are your cubes . . . big, sparkling, free, dry. Take a few cubes and let the rest drop back into the ray with the grid for later use. Or lift out the grid for a wholo trayful of cubes.

You needn't wait for this unmatched ice cube convenience. You can have Inland "Magic Touch" Trays in your present refrigerator. And be sure they're in your new refrigerator. Just ask for them.



# in pleasing colors that

## Promote Sales!

The new Inland "Magic Touch" Ice Trays, available now in beautiful colors, will catch the fancy of women already color-conscious in choosing their kitchen equipment.

We're promoting this new sales potential for all it's worth. Full-color advertisements in the Saturday Evening Post show the new trays with the full sales appeal of color. It's a very strong "come in and see" invitation to any woman,

In your store, combine this new color appeal with the proven effectiveness of Inland's "Lift! Tilt!" demonstration. Show your prospects, in less than a minute, the wonderful convenience of the "Magic Touch" lever and tilting grid that give plenty of perfect ice cubes instantly!

Remember... Inland convenience, demonstrated to prospects, helps close many refrigerator sales! And there's a special profit opportunity in selling Inland Trays as replacements for the outmoded and inconvenient trays in so many refrigerators.

ICE CUBE TRAYS
INLAND MANUFACTURING DIVISION. General Motors Corporation, Dayton, Ohio

INLAND MANUFACTURING

INLAND MANUFACTURING DIVISION, General Motors Corporation, Dayton, Ohio

#### Knock on Any Door

CONTINUED FROM PAGE 84-

used to more than was made all last year. The firm grossed \$34,853.85 in appliance sales last year, but for this year, it jumped to \$58,665.83. That is a good leap for a town of this size.

#### Little Trouble with Meters

"There was a little trouble at first with the meters," Mr. Marion said, "as some had defective gears and were replaced free of charge by the factory. No meter since has required any service calls. Incidentally, our meters are never placed in full view, because some people are touchy about others seeing the meter. We put them on the back of the refrigerator even when they buy something else on the meter plan.

#### Avoid Trade-Ins on the Meter Plan

"On the meter plan we avoid tradeins, and we have only sold six appliances with trade-ins. We don't like trade-ins because there is no down payment and we are stuck with an old appliance. With 34 employees, and a \$2,200 payroll each week, we can't afford to take trade-ins when we feel there is only a small margin of profit."

At the time of this writing, Seither and Cherry have meters on \$63,995 worth of merchandise.

The new law which Congress passed recently requiring a 25 percent down payment and 15 months to complete deals is going to be a help, Seither & Cherry think. "Increasing payments on meters doesn't seem to affect our operation at all," Marion says. "They are easily geared to accept quarters every four hours, or four quarters a day. Seither & Cherry already have meters on three coolers for beer taverns and they are set up to take a quarter every four hours. So whether

The trouble with this pay as you go income tax plan is that after you pay you can't afford to go anywhere.

it be 25¢ a day or 75¢ a day, the meter plan remains the best way to collect the money."

Even families going out of town over the week-end can stuff as many as five quarters in the meter at one time and keep it going.

Seither and Cherry got into the appliance business backward. "My partner, Will Davis, and I bought out an old heating and sheet metal place that had been in business for 77 years," relates Mr. Marion. "Will, who is a heating engineer, handles the contracts for heating and air conditioning units. I devoted my time to getting appliances started. We plugged the tough items first-water heaters, garbage disposal units, automatic laundries, and drinking fountains. They were the ones that could be used best with the plumbing business. In February, 1949, we took on the whole line of Westinghouse appliances and carry everything today."

**NEW YORK** Report No. 4837



### "Only 2 cents a mile runs my TV truck from store to door!"

-says JAMES B. CHUPP, Appliance Dealer, Smithtown Branch, New York

He entered his 1950 Ford F-1 Panel equipped with POWER PILOT in Ford's nationwide Economy Run. Chupp was one of the 5,000 owners . who helped roll up over 50-million miles in a demonstration of Ford Truck Economy.

Jim Chupp owns a modern TV-Appliance store . . . has 3 Ford trucks for quick customer service. He says, "My Economy Run cost records for 5 months show I traveled 9078 miles, made 1743 stops and had no repairs. My costs for gas, oil and maintenance came to a total of \$181.97-that's a running cost of only 2 cents a mile!"

Like others who rely on Ford for low running costs, you'll like the money-saving service you get from your local Ford Truck Dealer. And, for more facts on the trucks that last longer and save you money every mile-mail the attached coupon.



The three Ford Trucks owned by Jim Chupp are all Panel models. He has them serviced regularly at his local Ford Dealer to help keep running costs down.



This new Ford F-1 Panel for '51 is America's No. 1 Economy Value. It features new steering column gearshift for passenger-car shifting ease.

#### FORD TRUCKING COSTS LESS because FORD TRUCKS LAST LONGER!

Using latest registration data on 7,318,000 trucks, life insurance experts prove Ford Trucks last

#### **POWER PILOT** helps APPLIANCE DEALERS hold down hauling costs

he Mu c Center



The Ford Truck Power Pilot is a simpler, fully-proven way of getting the most

It automatically meters and fires the right amount of gas, at precisely the right instant, to match con-stantly changing speed, load and power requirements.

Unlike conventional systems, the Power Pilot uses one control instead of two, yet is designed to synchro-nize firing twice as accurately.

You can use regular gas . . . you get no-knock performance. Only Ford in the low-price field gives you Power Pilot Economy!

#### MAIL THIS COUPON TODAY!

FORD Division of FORD MOTOR COMPANY 3275 Schaefer Rd., Dearborn, Mich.

Send me without charge or obligation, detail specifications on Ford Trucks for 1951.

Heavy Duty Models Light Models 🗌 Extra Heavy Duty Models 🗍 (Please print plainly)

Zone State

If you deliver, install, and/or service--If your truck carries electrical appliances, equipment, and/or tools...



Would you like to reduce the costs of your installations and service calls?

Would you like a truck body that gives you

- √ Larger Loading Space . . . for greater loads!
- √ Lower Mounting Height . . . for easier loading and unloading!
- √ Greater Structural Strength . . . for heavier loads!
- **V** Weatherproof and Theftproof Compartments!
- √ Easily Designed for Adaptation to Your Individual Needs!

In one service body . . . and only in one--

The MORRISON

Carry-All

The MORRISON Carry-All is, carried in stock for immediate delivery to franchised chassis dealers by 60 established truck equipment distributors from coast to coast.

Want the details?

Then write us for your free guides to the selection of truck service bodies.

Carry-All Body Division
MORRISON STEEL PRODUCTS, Inc.

607 AMHERST ST.

BUFFALO 7, N. Y.



A TYPICAL DELIVERY to a contractor customer consists of three or four appliances delivered to a new home in a small development.

#### Don't Overlook the Contractor Market

Colorado dealer finds not only profit, but bigger manufacturers' discounts from contractor deals

IF you sneer at the contractor market for home appliances on the theory that there's little or no profit in it, you may be making a serious mistake, says Harry Aldrich, head of Lakewood Appliance Co., Lakewood, Colo.

wood Appliance Co., Lakewood, Colo. Aldrich doesn't deny that there's plenty of competition by appliance dealers for the building contractor's dollar, with the result that the large-scale dealer is left only a few percentage points. "But," he says, "the reason is that the appliance dealer sees the contractor only when the contractor is shopping around, looking for the biggest discounts he can get. On the other hand, our theory has been to go after the contractor with such a systematized plan that we're bound to make at least 14½ percent profit on every sale."

#### The Aldrich System

With a typewriter, penny postcards and a duplicating machine to produce duplicate-copy postcards, he regularly solicits a list of 124 building contractors in nearby Denver, as well as Lakewood and other suburbs. A list of appliances on hand, promise of instant delivery and installation, and a guarantee of maintenance for the full warranty period, constitute the firm's appeal.

"The secret of showing a profit in

"The secret of showing a profit in this field lies in concentrating on the smaller contractors, who buy refrigerators, washers, ranges, and so forth, for three to six homes at a time," Aldrich says. "Most of the contractors we are currently dealing with tell us that no appliance dealer has ever contacted them before, and that they appreciate the quick service we offer."

Sales of \$2000, \$3000 and more are ordinary events at Lakewood Appliance Co. In one recent week, \$5000

worth of refrigerators went into a small-homes project only a few blocks away, as the result of an original penny postcard contact.

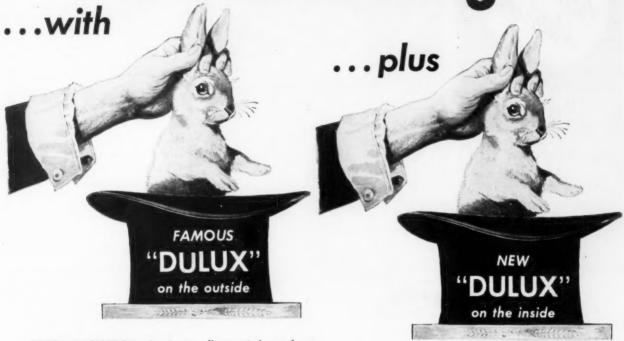
Aldrich always quotes a price which leaves 14½ percent clear profit, plus the two percent cash discount.

#### **Bigger Discounts**

"One of the most important features," says Aldrich, "is that the large number of appliances we can turn over through the contractor market puts us into a better total-sales bracket, and this brings us better discounts from appliance manufacturers. For example, selling refrigerators to contractors has put us in the more-than-300-per-year bracket with one line, and added another three percent to total discount from the refrigerator manufacturer. This means more profit on other sales, so we never sneer at the contractor market-we actually go after it. By specializing in dealing only with the smaller contractors, we've done very

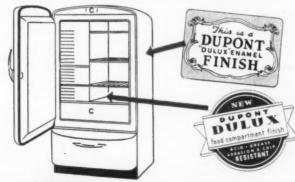


# Now you get twice the sales magic



POINT to the DULUX Ename! seal on appliance exteriors and see how much easier it is to make the sale! Your prospects and millions like them know the name Du Pont. And they know, too, that a DULUX finish resists chipping and cracking . . . retains its brilliant whiteness . . . lasts for years. You can bet there's plenty of sales magic in DULUX Ename!—a finish that has helped sell over 20,000,000 refrigerators—and there's double the sales magic when . . .

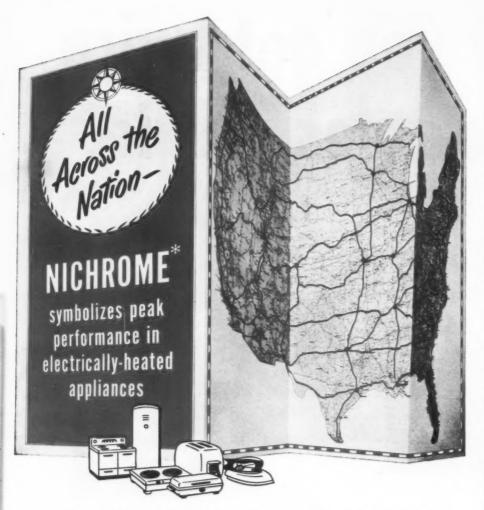
...DULUX is on the inside, too! NEW DULUX Food Compartment Enamel—identified by a distinctive seal of its own—is designed specially for refrigerator interiors. Tested and retested in the Du Pont laboratories, it has proved itself in thousands of homes. So be sure that your manufacturer supplies every DULUX-finished refrigerator with both seals—DULUX Enamel seal on the outside . . . DULUX Food Compartment Enamel seal on the inside. Ask for them when you order . . . feature them when you sell!



Use these seals to close your deals
"DULUX" IS AMERICA'S LEADING
HOME-APPLIANCE FINISH



**DULUX** Refrigerator Finishes



... because Nichrome is the result of years of systematic research and development-has become the standard of quality and dependability in electrical heating alloys.

To gain consumer preference, maintain customer satisfaction, win life-long friends for the merchandise in your store, you can do no better than make sure that all the electrically-heated appliances you handle have heating elements of Nichrome.

Nichrome is universally famous-recognized as the very symbol of durability and trouble-free performance the world over. It is specified by foremost appliance manufacturers thruout the United States. When you insist upon Nichrome heating elements, therefore, you benefit by the wisdom of topflight engineers and marketers . . . provide yourself with a sensational plus value at your point of sale.

During the present emergency, strategic metals are unavoidably on allocation, but we shall continue to serve appliance manufacturers to the best of our ability.

Nichrome is manufactured only by



## Driver-Harris Company

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

Manufactured and sold in Canada by The B. GREENING WIRE COMPANY, LTD., Hamilton, Ontario, Canada

nichrom

#### The Whole Family Sells Kitchens

CONTINUED FROM PAGE 55-

the kitchen desired by the customer, Mr. Burright makes an estimate of its cost and the entire proposition is then presented to the prospect. The kitchen will be sold as a package deal if the buyer so desires it, with a flat price quoted for the transaction, including such work as plastering, plumbing, painting and other items. The Burrights have contractual tie-ups with outside workmen for these additional services and are able to arrange all necessary work for remodeling or redecorating. However, if the customer desires, he may arrange for his own outside work, with the Burrights supplying all plans and specifications free

It was Mrs. Burright who first saw the possibility of selling kitchens through decorating and remodeling. She arrived at the conviction by working on her own kitchen. She made it over entirely, using her own theory of color, converting it from a "long, dark one" to a bright, ideal work area.

"At first, I had to sell my husband on the idea that he could sell complete kitchens by redesigning and re-decorating them," she says, "but he finally became as enthusiastic as I did and we've done very well at it since. We opened our first store more than 12 years ago but we didn't begin to specialize in kitchen selling until about five years ago.

"But selling kitchens through decoration isn't a matter that you can go to sleep on. You've got to be right up-to-date on it because designs and trends change continually. I keep several scrap books with clippings from all the women's magazines showing new ideas and new trends in lighting, decorating and work saving, and we continually study all the literature which General Electric sends out on the use, care and operation of kitchen appliances. If there are new ideas to be tried out, we use our own kitchen as a laboratory.'

In locating prospects and contacting potential customers, Mr. Burright reveals that after-supper calls or friendly visits, when both husband and wife are at home and relaxed, are the best business producers. The Burrights are widely known, well liked

(Continued on page 94)



YOU SHOULD SEE HER SOMETIME WHEN OUR REFRIGERATOR STARTS UP



Give 'em what they want!

WASHINGTON APPLIANCES



HIGHEST QUALITY . . .

SENSIBLE STYLING . . .

COMPETITIVE PRICES . . .



MARTHA WASHINGTON De Luze GAS RANGE-oil the wented feet and the price is right! Kärikeling/okus minus 1971 bes A bush



MARTHA WASHINGTON Electric RANGE-Eye-appeal and buy-appeal nal Washington quality.

There's no real secret to success-There's no real secret to successful selling. As a Washington dealer told us, "just show the customer what he wants, present its features intelligently... and the sale is made! My customers respect the WASHINGTON name, like WASHINGTON features and I like the profit margin."

You, too, can make money selling ne new WASHINGTON models You, too, can make money seems the new WASHINGTON models . . . sized and priced for every family . . modernly designed and superbly built. Ask your WASH-INGTON Distributor for details or write direct.

GRAY & DUDLEY COMPANY Established 1862 Nashville 3, Tennessee



WASHINGTON Oil Burning MEATER-Down-Droft, Hot-Blost con tion gets more heat from less fuel.



WASHINGTON Vented and Unvented GAS HEATERS - wide range of radiant and closed circulator



WASHINGTON Table Top WATER HEATER-20, 30 and 42 gallon sizes; compact and truly officient.

#### GRAY & DUDLEY CO., DEPT. E.

Please send literature and prices on the following:

Washington Frugal Gas Heaters—Unvented Washington Frugal Gas Heaters—Vented Washington Frugal Vented Radiant Heaters Washington Frugal Gas Floor Furnaces Washington Frugal Oil Heaters

ADDRESS .....

CITY..... ZONE... STATE.....

The most complete line!



#### The Whole Family Sells Kitchens

-CONTINUED FROM PAGE 92-

and welcome in almost every home in the area, and word-of-mouth advertising has spread Mrs. Burright's reputation as a decorater and kitchen designer. Residents of the Bartow area know they can depend on her taste in color and her practiced eye in material selection.

"We make plenty of straight calls, ring plenty of doorbells and knock on many doors, of course," says Mr. Burright, "but we've found that my wife and I, working as a team and calling by after supper, are most effective in obtaining prospects and in closing kitchen sales. If we don't make a sale at once, we usually get it eventually."

Every new kitchen is a challenge, Mrs. Burright adds. Whether the house is brand new or a remodeling job, there is a certain amount of space to be occupied by appliances and a certain amount of wall space, window space and floor space to be decorated.

"I don't pretend to be an interior decorator," she explains. "My services are entirely free-as are the designs, plans and layouts we draw up for the prospective customer. Our ultimate object, of course, is to sell the appliances which will go into the new kitchen."

Special services contribute to the dependable reputation which the firm enjoys in its area. For example, when Burright was unable to obtain satisfactory work space tops for the kitchens designed by his wife, he began to make them himself and a portion of his warehouse is devoted to a shop in which these tops are cut to shape, welded and completed for use. These work space tops are made at only enough profit to compensate for labor and materials.

Another feature of the company is the well-equipped service and repair shop in which all repairs to major appliances are provided. Two experienced service and installation men are on duty at all times to handle service work, and the Burrights guarantee their work.

"As a selling organization, a family has many advantages," Mr. Burright sums up. "Sales meetings can be held at any time, and each one of us always has the benefit of the others' advice and experience. And somehow, it isn't so much the money we make out of it but the satisfaction of a good job well done, that holds us together and keeps us working as a team."



## A BIG HAND TO WESTINGHOUSE!

makers of the

## Westinghouse Dishwasher

A vast amount of engineering and planning went into the production of the Westinghouse mechanical dishwasher.

While applauding Westinghouse's achievement, the makers of CALGONITE are proud to have worked with Westinghouse and other dishwasher makers, in formulating the original compound developed specifically for mechanical dishwashers . . . a compound that lets the Westinghouse dishwasher do the excellent job it is built to do —





# calgonite<sup>®</sup>!

## With every new WESTINGHOUSE DISHWASHER a sample of CALGONITE

New customers have CALGONITE on hand for their very first dishwashing job. CALGONITE is a full strength compound that gets every bit of grease and soil off the dishes, keeps film from forming on dishes or in the machine.

Customers get top efficiency from

any dishwasher when they use CAL-GONITE!

From the first, customers are sold on CALGONITE! Repeat sales are a sure thing! Stock CALGONITE for extra sales, extra profits for your store! Get your share of these extra sales.

Along with Westinghouse, makers of other leading dishwashers recommend CALGONITE. Every one of the thousands of users of dishwashing machines is a potential customer for CALGONITE. You'll profit by stocking it to meet the demands of this big market. Let CALGONITE put more dollars into your cash register!

STOCK CALGONITE

GIVE CALGONITE GOOD SHELF SPACE

FEATURE CALGONITE IN DISPLAYS AND ADVERTISING

Write for more information about CALGONITE. Only CALGONITE contains world-famous CALGON® (that does away with washing film and scum) and also powerful detergents that assure really clean dishes!

CALGON, INC.

PITTSBURGH 30 PA



## How to make 6 customers out of 1 HOUSEWIFE!

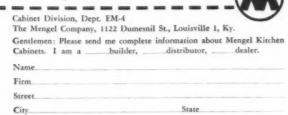
and You Can Do It by Selling
MENGEL WOOD KITCHEN
CABINETS

It's only the beginnin', once you've sold a housewife on modernizing her kitchen with Mengel Wood Cabinets. Her now beautiful kitchen makes old appliances stand out like a sore thumb—suggests the use for other new items. What happens? If you're a salesman, you know the answer—added sales, more profits.

Mengel Kitchen Cabinets are natural "door openers". They're made of wood, the material preferred by 8 out of 10 women. And every one of the smart, sturdily built units bears the familiar Mengel label that so many women recognize and respect.

Mengel Wood Kitchen Cabinets are profit builders in their own right, too. They carry a furniture mark-up, involve no costly trade-ins, can be financed on a 10% down—30 months to pay basis. And, don't overlook this: Because they're wood, Mengel Cabinets will continue to be readily available.

Write, today, for all the facts, including name of your distributor.





#### What's Your S.A. Ratio?

-CONTINUED FROM PAGE 60-

are worth currently what his books show, that ample depreciation has been written off. If the assets are inflated, the excess will reflect a ratio lower than it should be when comparing sales to assets. Moreover, the writing off of ample depreciation assures the dealer that his reserves are in good shape.

#### Watch the Ratio in Wartime

In a war economy the dealer must watch his operating results from all angles. The more he tightens up on business analysis, the more effective his measuring stick, the better chance he has of earning a satisfactory profit.

In analysing the figures of a large group of dealers, we found that the ratio of sales to assets from 1941 to 1945 was on the upward trend, then it receded until 1949 and it has been on the move upward since then.

In periods of heavy business activity and when money gets more abundant this ratio tends to increase. If a dealer finds that the ratio of sales to assets is decreasing during this war economy, he should check on his operating methods. One might assume that shortages would depress sales and therefore force the ratio downward. This could be so, but apparently from the figures we have analyzed it did not work out that way during World War II, and so, unless evidence is forthcoming to the contrary, the dealer should look for this ratio to increase for the duration of the cold war or the hot war that we are trying to avoid. In general, we would advise that if a dealer's ratio of sales to assets drops below three

to one during this war economy he is probably not getting an adequate volume for the dollars invested in assets and he had better make a detailed investigation. Just as the dealer starting out in business has to play around with his figures for some time to get perspective on the customary profit-pulling power of his business, so must he make a study of his sales to assets ratio to arrive at a good standard for this measuring stick.

Because the ratio of sales to assets grades the dealer's selling efficiency and the net profit on sales ratio reflects his managerial efficiency, both are needed to tell whether the dealer is doing a good all-round merchandising job. Many dealers who manage their affairs properly are not making the most of their selling opportunities. On the other hand, we know dealers who do an excellent selling job-the gogetter type fellows-yet they are short on managerial efficiency. Their minds are focused on selling, not on business assets. As a result they get volume, but not enough profit on the volume. If this type of dealer used the sales-toassets ratio as his sole yardstick, the result would be a good one, but he would get a lopsided perspective of his all-round business ability; he would grade high as a salesman but might be below par on cost control or "buyology", which could be gauged more accurately with the net profit on sales ratio. So, double-check your operating results from now on with both yardsticks so that you know just how efficient you are as an all-around electrical merchandiser.



See us at Space 680

Parts Show—Stevens Hotel Standard COIL PRODUCTS CO. INC. CHICAGO . LOS ANGELES . BANGOR, MICH.

locations where the TV set alone will not -makes a TV set a real enjoyment!

## If you sell products such as these

## here's what LIFE's impact means to you!

n every city and town across the nation, people feel the power of LIFE. In the course of 13 issues a total of 62,600,000 different people read LIFE, over half the nation.\*

Never before has a magazine interested so many people. And the reason is simple: Week after week LIFE, and only LIFE-through words and pictures-brings people so close to the happenings of the world.

The editorial and advertising pages of LIFE have become a part of the lives of Americans -influencing what they think and what they

LIFE's selling influence reaches into your town, into your store.

To see the importance of LIFE's vast audience to the appliance field, check the figures on the next page.

#### Plan now to feature these products which will be advertised

#### MAJOR APPLIANCES

- Apr. 2 Hoover Vacuum Cleaner-spread, c. Servel Refrigerator-spread, color Thor Spinner Washer-page, color Lewyt Vacuum Cleaner-1/2 page, c.
- Apr. 9 Admiral Refrigerator-page, color Crosley Refrigerator-page, color Kelvinator Refrigerator-page, c. Philco Refrigerator-page, color Borg-Warner Institutional-page Singer Vacuum Cleaner-
- 1/2 page, color Apr. 16 G-E Dishwasher—spread, color G-E Refrigerator—page, color Norge Refrigerator-page, color Maytag Washer-1/2 page
- April 23 Hotpoint Automatic Clothes Dryer -spread, color Singer Sewing Machine-spread, c. Apr. 16 Johnson-All Products-Admiral Refrigerator-page, color Frigidaire Range—page, color Reo Lawn Mowers—page, color Minneapolis Honeywell Automatic
- Regulators-page Apr. 30 Westinghouse Refrigeratorspread, color New Home Sewing Machine-Norge Refrigerator-page, color

#### SMALLER APPLIANCES AND HOUSEWARES

- Apr. 2 Sherwin Williams Paint-page, c. Dixie Cups-page Dazey Can Openers-56 lines Burgess Batteries-14 lines
- Apr. 9 Glass Wax-page, color Sherwin Williams Acme Paintpage, color G-E Sandwich Grill-Waffle Iron-1/2 page Camfield Toaster-1/4 page
  - Clorox-1/4 page Dormeyer Fri-Well-1/4 page Good-Aire and Aer-o-sol Household Deodorant-1/4 page Dazey Can Openers-56 lines
- Burgess Batteries-14 lines 6 consecutive pages Glidden Paint-page, color Libbey Glass-page, color Sherwin Williams Super Kem Tone and Kem Glo-page, color
  - Westinghouse Incandescent Lampspage, color G-E Bulbs-page Sunbeam Egg Cooker-1/8 page

- Dazev Can Openers-56 lines Burgess Batteries-14 lines
- Apr. 23 Sherwin Williams Paint-page, c. G-E Toasters-1/2 page American Thermos Bottles-1/4 page Camfield Toasters-1/4 page Osterett-1/4 page Dazey Can Openers-56 lines
- Apr. 30 Presto Cookers-page, color Texolite-page, color Mary Proctor Pad and Cover-1/2 page, color Sherwin Williams Acme Paint— 1/2 page, color
  - Universal Coffeematic-1/2 page

#### HOME FURNISHINGS

- Apr. 2 Alexander Smith Floor Coveringsspread, color Lane Cedar Chest-page, color Simmons Hide-A-Bed-page, color Perm-A-Lators-56 lines
- Sunbeam Mixmaster-page, color Apr. 9 Englander Mattress-page, color Cannon Sheets-page Consider H. Willett Furniture-1/2 page Welsh Juvenile Furniture-1/8 page

- Apr. 16 Firestone Velon Film-page, color Kroehler Furniture-page, color Sandran-page, color Playtex Pillow-page Serta Mattress-1/2 page, color Lane Cedar Chest-1/8 page Restonic Mattress-1/8 page
- Perm-A-Lators-56 lines Apr. 23 Mengel Furniture-spread, color Simmons Beautyrest-spread, c. Deltox Rugs-page, color Lane Cedar Chest-page, color Levolor Lorentzen Venetian Blinds -1/4 page Ostermoor Mattress-112 lines
- Sunbeam Hedge Trimmer—1/8 page Apr. 30 Goodyear Airform—page. color Mac's Super Gloss—28 lines Apr. 30 Goodyear Airform—page. color Lane Cedar Chest—1/8 page

#### RADIOS, TELEVISION, RECORDS, & INSTRUMENTS

- Apr. 2 Admiral TV-page, color RCA Victor "45"-Belmont Radio and TV-1/2 page Crosley TV-1/2 page
- Apr. 9 G-E TV-page, color Emerson Radio and TV-page RCA Victor Radio and TV-page
- Apr. 16 Motorola TV-page, color Air King TV-1/2 page

#### WITHIN A 6-MONTH PERIOD:

62% of all Americans who purchase radios read LIFE\*





of all Americans who purchase refrigerators read LIFE\*



of all Americans who purchase vacuum cleaners read LIFE\*





of all Americans who purchase washing machines read LIFE\*

A new survey of the buying potential of LIFE's audience gives new indications of what LIFE means as a force in U.S. selling.

What's more, LIFE's editorial appeal gives extra power to its advertising pages-makes people in your store look for "Advertised-in-LIFE" products.

Everywhere LIFE reaches more people, more effectively-that means more sales in your town for the store that features "Advertised-in-LIFE"

#### in LIFE during April

RCA Victor "45"-1/2 page Lester Pianos-1/2 page

Apr. 23 Capehart Clock-Radio-page, c. G-E TV-page, color Zenith TV-page, color G-E TV Tubes—page Magnavox Radio-Phonograph-TV -page

RCA Victor Radio and TV-page Apr. 30 Belmont Radio and TV-1/2 page Crosley Radios-1/2 page RCA Victor "45"-1/2 page

#### JEWELRY, CLOCKS, AND WATCHES

Apr. 2 Dunhill Di Nicotea-1/4 page Apr. 9 Swiss Federation of Watch Manufacturers-page, color Keepsake Diamond Rings-page Marvella Pearls-14 lines

Apr. 16 Telechron Clocks-page, color Artcarved Diamond Rings-1/2 page, plus 1/4 page Girard Perregaux Watches-1/2 page Zippo Lighters-1/2 page Westclox Clocks-1/4 page

Apr. 23 Ronson Lighters-1/2 page, color Apr. 30 Girard Perregaux Watches-1/2 page Croton Watches-100 lines

#### SILVERWARE

Apr. 16 Holmes & Edwards Silverplatepage, color 1881 (R) Rogers (R) Bros. Silverplate-page, color 1847 Rogers Bros. Silverplate-

page, color

Apr. 30 Community Silverplate—page, c. Lunt Sterling Silver-page, color

#### STATIONERY REQUISITES AND CAMERA SUPPLIES

Apr. 9 Eversharp Writing Instrumentspage, color Gibson Greeting Cards-page, c. Parker "51" Pens-page, color Ansco Film-page BB Pens-1/8 page

Apr. 16 Burroughs Adding Machine-1/4 pg. Heyer Office Supplies-1/4 page Tackanail-14 lines

Apr. 23 Eastman Kodak Picture Takingpage, color IBM Electric Typewriters-page, c. Royal Typewriters-page, color Sheaffer Pens-page, color Texcel Cellophane Tape-page, c. Waterman Pens-1/4 page

Apr. 30 Heyer Office Supplies-1/8 page Scripto Pens-42 lines

\* From A Study of the Accumulative Audience of LIFE by Alfred Politz Research, Inc. This study measures the number of people over age 10 who read a single issue of LIFE (23,950,000) and reveals how this audience accumulates as occasional readers are added to regular readersto a total of 62,600,000 different people in thirteen issues.



9 Rockefeller Plaza, New York 20, N. Y.

First in circulation First in readership First in advertising revenue First with appliance dealers JOHN A. WURLEY



WHAT THE

FRANCHISE MEANS

Inter-Company Letter THOR CORPORATION

To: John R. Hurley

I could easily get big-headed over your remarks about ny record titled "Is it from South Pacific?" However, I my record titled "IS it from South Pacific?" However, I don't think Mr. Pinza has much to fear from my competition! Dear John:

Seriously, we have had quite a response to the transcription we mailed to all Thor Franchised AA dealers as an opening volley to our big spring Spinner Washer

From the letters I have been getting from dealers about the promotion, they are especially happy that we are about the promotion, they are especially happy that we a promotion. EULING arter OUBLINESS TOT THEM ARRIVESSIVELY AT THEY CERTAINLY DUZZLing time in our merchandising lives. They certainly want us to continue banging away.

Besides being intrigued by the record, they thought the other promotional elements were very different and the other promotional elements were very different and packed plenty of sales punch. The huge blow-ups of our packed plenty of sales punch. The nuge blow-ups of our four-color LIFE ad are the big hit-from all indications our rour-color Life ad are the big nit--from all indications our dealers will lose no time in putting them up. The unique Hydro-Swirl motion display for the agitator, the direct-mail myaro-bwifi motion display for the agitator, the direct-ma cards, and the new handbook for selling by telephone also

With all the other interesting pieces, this is one of the most complete, ingenious and effective promotions ever earned enthusiastic praise. offeredl

R. (BOB) WILSON



# ELECTRICA MERCHANDISING

THE government's restrictions on use of metals in the manufacture of appliances won't make much difference to the retail dealer for several months. But it promises to bring lots of changes before the end of 1951.

The first thing the dealer will see—and that very soon—will be the disappearance of some models of major appliances, especially the fancier deluxe types. Makers of radio and television sets, refrigerators, ranges, washers and other large items must drop their luxury models to save metal for standard lines. They haven't been ordered to do so by the government yet—it just makes good sense.

Most dealers won't be able to detect it, but they soon will be getting models made of substitute materials. The substitutes—for restricted metals like steel, copper and aluminum won't make much difference in the outward appearance of the appliance. And they aren't likely to reduce the

quality of the product.

The Background. Standardized models and substitute materials have been coming since early this year. The manufacturers saw the handwriting on the wall when the government made its first reductions in the amounts of copper and aluminum that could be used. In civilian consumer goods generally, these orders permitted free use of copper and aluminum in functioning parts of appliances and as electrical conductors. But the government warned that further restrictions were on the

Standardization and substitution were the appliance makers' answers. For example, Philco Corp. developed a "conservation model" television receiver. It uses no aluminum and takes even less copper, steel and other scarce materials than are permitted by the various government cutback orders. You'll be seeing similar "conservation models" coming soon from the makers of refrigerators and other heavy appliances.

Cutbacks in Effect. Such widespread use of substitutes is made necessary by the new restrictions on steel for consumer durable goods. The National Production Authority has ordered makers of a number of items, including appliances, to cut back their use of steel to 80 percent of the amounts they used for the same items during the first half of 1950. They order went into effect April 1.

## Shortened Lines, Substitute Materials Foreseen as Result of Metal Cutbacks

Use of steel in consumer durables cut 20 percent effective April 1; no new bans on aluminum or copper

(Contrary to earlier indications, the use of copper and aluminum in consumer durables was not cut back by this order. The across-the-board cutbacks on these metals, however, are still in effect.)

The steel restriction is new, the first covering that metal. The limit on steel, plus the government's warning that tougher limitations on use of all metals are coming, forced appliance makers to turn to "conservation models".

Substitutes Order. Sooner or later, NPA probably will back up

the steel cutbacks with orders directing appliance makers to use specific substitutes for copper, aluminum, steel and other scarce metals. All this is being worked out now by industry advisory committees.

This means that small producers of appliances and parts will get the benefit of much of the substitution research of the larger producers. NPA will make all the information it gets available to the entire industry. So don't worry about your supplier if he isn't big enough to do the research that the large produc-

ers can afford. On the other hand, he may have more trouble getting available materials if he doesn't use them in large quantity.

Long Range Picture. For the long range the prospects are not too bright for producers to maintain present output levels. Already NPA has warned that steel will be cut another ten percent—to 70 percent of last year's consumption—for appliance production starting July 1. The fourth quarter slash is certain to be even stiffer.

#### MORE WASHINGTON NEWS

Non-mark-up type price ceilings will soon be clamped on appliances and radio-television. For details see page 116.

For an explanation of NPA's restriction on the use of steel in consumer durables, see page 120.

Some appliances may disappear entirely because of shortages of other materials. Metals like tungsten, for example, aren't replaceable in many products.

But it still is part of mobilization policy to keep as much as possible of the appliance and other big consumer goods industries in operation at the highest possible level. So, short of a major war, it's a fair bet that there'll be appliances on the market for the duration of the mobilization period.

#### Washer Story in Washington



SENATOR JOHN BRICKER accepts a copy of "Scrubboards for American Women", an analysis of the place occupied by the home laundry equipment industry in the American economy, from R. F. Doyle, general manager of the Appliance Mfg. Co. Looking on is F. W. McGrath vice-president in charge of sales. McGrath and Doyle also presented copies of the brochure, published by the American Home Laundry Mfrs. Assn., to Senator Robert Taft and Congressman Frank T. Bow.

#### Lamp Controls?

Electric lamps may placed under rigid government controls all the way from raw materials to shipment of the final product.

Shortage of tungsten and molybdenum has led the National Production Authority to appoint an industry task force to study the effects of such an order. Both incandescent and fluorescent lamps are involved.

## Berns Air King





An extra seat for television viewing



A handy hassock to help you relax



A useful file stool for the office



More seating space for your quests



Three Attractive Colors... Smart New Design

Hassocks are specially designed of durable, heavy weight, plastic coated Feltone . . . guaranteed not to crack, peel or chip. Extremely attractive two-tone pattern enhanced with diamond shaped embossing and set off by white piping. Full ½ inch Tufflex pad provides extra seating comfort. Built to fit perfectly over Berns Air King Economy Floor Circulator. Folds flat for storing in drawer or on shelf when not in use. Available in Red, Green and Blue.

Comparable full hassocks retail for \$8.00 and up!
Yours to offer at the suggested price of only \$4.95!

#### FAN SPECIFICATIONS

No. HF12 — Size: 12" — AC — 3 Speeds — Sunset Tan Finish with Chrome Trim.
1950 CFM at High Speed.

#### HASSOCK COVER

KOV-R-FAN — Packed 1 to a carton. Available in Red, Green and Blue.
Suggested Retail Price \$4.95.

#### BERNS MFG. CORPORATION

3050 N. ROCKWELL STREET . CHICAGO 18, ILLINOIS



Reversible Window Ventilator



DeLuxe Floor Circulate



Built-In Wall Switch Controlled Kitchen



Packaged Coiling Far



Exhaust Attic Fan

# FLOOR CIRCULATOR ALL-YEAR HASSOCK!

Another Berns Air King exclusive! The only floor circulator with matching hassock cover that fits over the fan — turns it into a smart, comfortable hassock for year-ground use!

No more storage problem — no more worry what to do with the fan when the weather turns cool. Just slip on the colorful hassock cover and it's a practical addition to the living room, den, office, hotel room, or anywhere else!

Here's the merchandising idea of the year! The only fan with a sales feature that lets you forget about the weather! Hot summer or cold — you'll double your sales with the only double-duty fan promotion of its kind!

From Floor Fan to Smart Hassock in Seconds with "KOV-R-FAN"



### The Fan You Never Store Away!

No more hunting for the fan when the weather turns hot...or for storage space when the temperature drops. June or January, the Berns Air King Economy Floor Circulator — with matching hassock cover — is ready for service. The only fan that cools in the summertime ... provides the extra comfort and seating space of an attractive hassock any time! Safely supports 500 pounds.



#### Berns Air King Economy Floor Circulator

Use it as a fan . . . for cool, cool comfort in the hottest weather, without disturbing drafts or direct air currents. Powerful motor and scientifically pitched blades gather in cooler floor air and distribute it throughout the entire room at waist-high level. Perfect for stores, offices, nurseries, bedrooms, hospitals and hotels. Sound-proof, rubber motor mountings and individually balanced blades provide amazingly quiet operation. Rubber tipped legs prevent tripping and scratching. Capable of supporting 500 pounds. Fully guaranteed. In handsome Sunset Tan finish. Three-speed 12 inch model at an amazingly low price everyone can afford!

#### Mail Coupon Today for Full Details!



#### Berns Mfg. Corp., 3050 N. Rockwell St., Chicago 18, III.

Gentlemen:

Please send me complete details on how I can offer your "KOV-R-FAN" promotion featuring the Berns Air King Economy Floor Circulator with Matching Hassock Cover. No obligation.

NAME	 	
FIRM NAME	 	
FIRM ADDRESS	 	



sewers are learning that here at last is a truly COMPLETE home sewing machinethe finest, most versatile of them all.

This is the kind of promotion you ring up on your cash registers and enter in your profit columns. To see and sew on the Anker is to want it. Every day, more and more women are looking at the ANKER before they buy - and they're buying

#### ANKER 1951 sales helps:

- Coast to Coast Radio
- Scheduled Mat Service
- · Point of Purchase · National Displays & Circulars
- National Publicity Drive

WITHOUT

**ATTACHMENTS** 

The ANKER Will

Zig-Zag

Blindstitch

Hemstitch

Sew huttons

Monogram

Straight stitch

and fancy stitching.

And performs countless

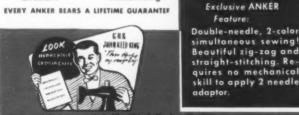
other variations of plain

Applique

Make buttonholes Embroider

- Advertising Allowance
- Magazine Advertising

EVERY ANKER BEARS A LIFETIME GUARANTEF



ANKER CORPORATION OF AMERICA

49-55 West 27th Street New York 1, N. Y. LE 2-5984

#### **Appliance Output Begins To Drop** Behind Record Pace Set Last Year

But refrigerator and range production in January beats last fall's figures

Production figures for January indicate that appliance manufacturers had not yet felt the real impact of materials shortages.

While the January figures were below the peak months established last year, they are all better than the comparable month last year and in two important categories-refrigerators and ranges—are considerably better than 1950's fourth quarter levels.

No January figures were available on television, radio, water heater or freezer production as of this writing (March 5). But on those products for which figures were available (washers, ironers, dryers, ranges, refrigerators and cleaners), January production ranged between 13 and 61 percent ahead of the same month last year. Manufacturers were obviously turning out all they could in anticipation of more stringent controls in the months ahead.

Refrigerators Up. Refrigerator production—often regarded as a barometer of sorts in the appliance trade-was up almost 100,000 units from that of December and was 30 percent ahead of January last year. The 488,607 figure was 68,000 better than any month in the final quarter of 1950

Equally impressive was the output of ranges. The January total of 132,437 was better than any month in the final quarter of 1950, was 7,000 better than the best month last fall and was 35 percent ahead of January last year.

Vacuum cleaner output reached the 282,000 unit level, comfortably ahead of the January mark last year but somewhat behind the average monthly production in the final quarter of 1950.

Home Laundry Picture. Washer production in January stood at 321,-000 units, 16 percent better than January last year but down 14 percent from December output and even further from November and October figures.

Ironer production slumped back sharply from last quarter figures even though the total of 24,600 units was 21 percent better than January, 1950. Monthly production in the final quarter of 1950 ranged between 38,000 and 47,000. Compared to December, January production was down over 36 percent.

Dryer production was also below December figures, but the 31,935 total was still the fourth best month ever reported by the industry. The January total was almost 64 per-cent ahead of the same month last

#### Meck Sees One of Every 65 Workers Employed by TV

Television will eventually provide jobs for one out of every 65 working people in the United States.

This can occur within five years if the nation does not become involved in a full-fledged war, John S. Meck, president of John Meck Industries, Inc., told a Chicago audience recently.

He based his prediction on estimates

that at peak ownership there will be 40 million sets in use in the United States, requiring eight million sets annually for replacement purpo Manufacturers will employ 300,000 persons to make these sets, service and installation will require 200,000 more and distribution and retail sales will take 50,000 persons. Broadcast personnel and agency people will boost the total close to one million, he said. He predicted that the average sale

price would be about \$375, producing an annual volume of 3 billion dollars on new set sales alone.

#### **Red-Faced Complaint Man**



This is Joe! He is the No. 506 who originally inspected the product you returned for service...and when it came back...was his face red!

We're sorry for the inconvenience. You'll be happy to know, however, that we've decided to give Joe a chance to redeem himself.

He's personally checking it for you, and he'll see that it's returned to you in tip-top condition—and pronto!

CORY CORPORATION • Service Department 221 North LaSelle Street Chicage 1, Illinois CORY-NICED FRESHIND AIRE Thomas

P.S. If for any reason you want to write further about this—write Joe—but refer to Repair Order No. RG\_

CORY CORP. has created this cartoon character, "Joe-No. 306", to personalize its customer repair service. This card, showing a red-faced "Joe", goes to the customer when the appliance is returned for service. When the repaired item is returned a second "Joe" card is enclosed requesting the customer to indicate that "all is forgiven" or that the unit is still not giving satisfaction.



Progressive Appliance Dealers know that it is easier to <u>close sales</u> when the customer can <u>see</u> the merchandise in the store... get <u>fast</u> <u>delivery</u> from stock. Because the <u>Commercial</u> <u>Credit Plan</u> provides complete Wholesale and Retail Financing for Distributor and Dealer, it is endorsed by <u>more</u> major appliance Manufacturers and is used to finance <u>more</u> home appliance sales than any other national financing plan. The <u>Commercial Credit Plan</u> is designed to <u>protect your profits</u> and to help you <u>close more sales</u>.



#### 8 ways better

Commercial Credit Plan Offers You and Your Customers ALL THESE Important Advantages

- 1. Wholesale Financing
- 2. Modern Retail Financing Plans
- 3.\*Life Insurance Protection
- 4. Property Insurance Protection
- 5. Automatic Sales Follow-up
- 6. Tested Credit & Collection Service
- 7. Builds Customer Good Will
- 8. Nationwide Facilities
  \*Not available in California

## COMMERCIAL CREDIT

A subsidiary of Commercial Credit Company, Baltimore...
Capital and Surplus over \$100,000,000... more than 300 offices in principal cities of the United States and Canada.

# THE Humphrey LINE ...GAS HEATING AT ITS BEST!

You can sell Humphrey Gas Heating equipment with confidence that you are giving your customers complete satisfaction in styling, heating performance, and economical operation.



for bathroom, sunroom, den, playroom and many other places where economical auxiliary heat is needed. Recessed in the wall or mounted on the wall. Easy to install.

There is no substitute for experience. For more than fifty years we have been designing and building gas heating equipment exclusively... that is why there is no finer line of gas heating equipment made. Write for dealer information on the Humphrey Line.

## GENERAL GAS LIGHT COMPANY

#### **News Briefs**

Reduce TV Prices. Prices of eleven of the 23 models in the Crosley television line have been cut from \$40 to \$60. Price protection was provided on all models in dealer or distributor stocks or in transit.

To Buy Plant. Whirlpool Corp. has signed an agreement to purchase the plant and equipment of the LaPorte Corp. The building contains 230,000 sq. ft. of space and will be used for production of defense equipment by Whirlpool 21.

Raise Prices. Taylor Corp. has raised the prices of two small washers and a dryer due to rising costs of material and labor. The washers go from \$44.50 to \$49.95 and from \$55.95 to \$69.95. The dryer now retails at \$159.95.

Record Budget. Motorola, Inc., will advertise during the first half of 1951 at a rate \$1,000,000 greater than its appropriation for the same period last year.

Rate Your Range. Perfection Stove Co.'s 1951 advertising campaign has been built around the theme "Rate Your Range—Does It Measure Up To Perfection?" The theme will be featured in consumer advertising and easel counter cards and check sheets will be made available to dealers for local tie-ins.

Telegraph Message. Emerson Radio & Phonograph Corp. has bought space on the back of Western Union telegram envelopes for radio and television advertising. The arrangement, which gives Emerson the space on an exclusive basis, covers all new printing of envelopes over the ensuing 12 months. The imprint copy will change periodically.

Record Promotion. The most extensive sales promotion program in the company's history will be given Mitchell Mfg. Co.'s 1951 line of room air conditioners according to advertising director Howard Haas. The campaign includes a promotional package of 28 sales tools, direct mail, trade advertising, consumer cooperative newspaper advertising and an extensive publicity campaign.

Ad Campaign. Sparks-Withington Co. has begun an advertising campaign in the Saturday Evening Post and Collier's which will continue throughout the year. The campaign will consist of four-color pages and, according to president John J. Smith, is in response to a promise made stockholders for a more agreesive sales and advertising effort.

New Electronics Plant. General Electric has announced plans to build a multi-million dollar plant near Utica, N. Y., for the manufacture of electronics equipment. The new plant will employ about 2500 persons.

Expand on Coast. Estate Stove Co. has acquired the Ward Heater Co., manufacturer of floor furnaces. Ward will continue to turn out its present heater line. Plans call for investment in new equipment with a view to adding some Estate products to the Ward line. New products to round out Ward's summer operations are also planned.

Continue Campaign. Schick, Inc., has announced plans to continue its intensive advertising campaign begun last fall with spring insertions in color in the Saturday Evening Post and Life.

(Continued on page 108)

#### **Dedicate New Factory**



WATCHING A WORKMAN put the finishing touches on a Deepfreeze refrigerator on the assembly line in the firm's new Lake Bluff, III., plant are L. J. Sorenson, left, vice-president of Motor Products Corp and general manager of the Deepfreeze division, and B. G. Sanderson, general sales manager. Over 130 officials from nearby communities toured the plant February 20.

## HOOVER.

Electric Floor Polisher

Newest member of the famous family of fine HOOVER work savers!

Now Hoover gives you the Hoover Electric Floor Polisher to answer the demand of your customers for a quick, easy way to keep tile, linoleum and waxed wood floors and other polished surfaces in the home bright and shining.

This great new Hoover Electric Floor Polisher has the exclusive, easy operating features that assure it the same customer preference shown for Hoover Cleaners.

It's Hoover quality through and through, and, times being what they are, that's what they want when they buy today for the years ahead.

Nationwide service available on all Hoover products at company-operated service stations throughout the U. S.

Sold only through distributors. Ask your distributor about this offer. For name of distributor, phone your local Hoover office or write:

THE HOOVER COMPANY North Canton, Ohio



NEWEST MEMBER OF THE

FAMOUS FAMILY OF FINE

HOOVER WORK SAVERS

HOOVER

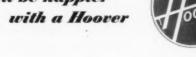
You'll be happier with a Hoover

New Hoover Electric Floor Polisher—light, easy to use, will not bounce or wander. Built low to get under furniture. Specially designed bail handle, headlight, non-marring bumper guard, easy, two-way, brush-saving storage. Complete with wax-applying brushes, polishing brushes and felt pads. Steel wool and lamb's wool pads available at slight additional charge.

New Hoover Dustette—everybody's hand vacuum cleaner! Perfect for pickup cleaning, stairs, furniture, draperies, automobiles, all hard-to-clean places. Weight just 5½ lbs. Easy-grip handle, brush in nozzle picks up lint and litter faster.

New Hoover Electric Iron—big, easy-to-set, easy-to-see Pancake Dial gives positive heat control. Koolzone handle fits the hand without gripping. Fast, all-over heat of aluminum sole plate does the Ironing faster, better, with less work. 3¼-lb. and 4¼-lb. weights.









It is a record in which hundreds of distributors and many thousands of dealers have had a part. We gratefully acknowledge their helpful cooperation and loyalty. The steady growth in sales and respect for Dominion Appliances tells its own story of quality. We pledge our active support to all policies which will help keep these appliances a line of "Family Favorites".

Available through reputable distributors across the nation.

DOMINION ELECTRIC CORPORATION
MANSFIELD, OHIO

#### NEWS BRIEFS (Continued)

Porcelain Research. Seventeen companies are cooperating in a research program at Batelle Memorial Institute, Columbus, Ohio, to establish the fundamental mechanics of adherence of ceramic coatings to steel. The project hopes to establish a scientific basis to pave the way for improved porcelain enamels as well as to provide information leading to ceramic coatings prepared from nonstrategic materials.

Cooler Line. Fedders-Quigan Corp. has introduced a new line of water coolers, the first time in the company's history that a complete line has been offered for sale under the Fedders name.

Buy Patent Interest. Zetka Television Tubes, Inc., has acquired the right to purchase an interest in Sightmaster Corp.'s patent position. The patents affect the improved construction of color cathode ray tubes which can be applied to either the CBS or RCA systems.

Purchase Assets. King Pneumatic Tool Co., manufacturers of Roberton power lawn mowers, has purchased all assets of the Chicago Safety Equipment Co., producers of auxiliary ambulance equipment.

Forms New TV Firm. A new television manufacturing firm, Cadillac Electronics Corp., has been formed by I. R. Ross, formerly director of sales for Atwater Television. The firm, with headquarters in New York, has as its aim "underselling all comparable models without detracting from efficiency, quality, performance or appearance."

Learn by Mail. Fairbanks, Morse & Co. has instituted a training course to help acquaint retail personnel with water system applications.

Alabama Plant. Westinghouse Electric Corp. has purchased a 70-acre tract of land in western Alabama for the construction of a plant to manufacture light bulbs. The plant will employ 400 to 500 people.

Change Plants. Hi-Lo TV Antenna Corp. has completed moving to a new plant which occupies three times the area of its former quarters.

Double Ad Budget. Capehart-Farnsworth Corp. has announced a greatly broadened and intensified advertising campaign for 1951. The expanded schedule is the result of doubling the 1950 ad budget.

Wins Second Award. The Fashion Academy's gold medal for design and styling has been awarded the Crosley Shelvador refrigerator for the second consecutive year. It is the only product other than an automobile to receive the award two successive years.

# THIS WASHE Laundry Lueen



#### **FULL VIEW WRINGER HELPS YOU** SQUEEZE YOUR FULL PROFIT FROM EVERY SALE!

"Only the money you keep is profit!" says Laundry Queen

I Easi-set Pressure Re-Set Control - only one movement needed! No gadgets to unscrew or tighten—no endpiece to engage.

Just a telescoping lever. Pull

it—and correct self-adjusting pressure is applied instantly

2 Unique "Light Switch" Roll Control — fin-gertip action, regardless of load or pressure. No levers to grab—no knobs to twist. A light flick of one finger stops, starts, reverses rollers! Simple and positive as an ordi-nary light switch. Only Laundry Queen has it!

3 Multi-Position

PRECISION.

MADE

BALL-

BEARING

TRANSMISSION

Watch for

details next month!

Wringer—swings at a touch
—self-locking into any of most wanted positions. And the rolls stop instantly, com-pletely, at the slightest touch on the pressure release bar
—positive safety.

#### A Wealth of Other Women-Winning Wringer Features

Top roll, bottom roll, between rolls-all visible at once. Marbleized roll pattern shows when wringer is operating and in which direction. 16" release bars, almost twice the releasing area of any rival. Nine other self-selling features!

Complete Jaundry Queen Line Covers the Mass Market!



Laundry Queen − Only Washer on Earth with so many

AUTOMATIC WASHER COMPANY . NEWTON, IOWA

**WOMEN-WINNING FEATURES to up your sales!** 

More dollars stay with you when you handle the famous 43-year old Laundry Queen line. Self-selling features mean fast sales-less selling expense, quicker turnover of capital. Superior engineering and inbuilt quality mean no profit-losses through excessive service costs-happier customers who send their friends to you for Laundry Queen.

You have the world's only 2-washers-in-1 when you handle Laundry Queen with its exclusive Duo-Disc-the only washer with a Triple Guaranteeand other unique advantages to build your business.

It's a BIG profit-story! Ask your distributor for it-or mail coupon TODAY!

Capyright 1951, Automatic Washer Co.

#### Mail this for Profit-Facts!

AUTOMATIC WASH Newton, Iowa	ER COMPANY	
Show us how Laundry	Queen builds sal	les, saves service.
FIRM NAME	Se Ullian III	
CHECK WHICH	☐ DISTRIBUTOR	DEALER
INDIVIDUAL'S NAME		
STREET ADDRESS		1

Ad in Woman's Day brings Avon, N. Y., dealer

5 calls i

Here's what prize-winner L. H. Barber says:

the fact that we received five calls that we could pin down to the advertising medium convinces us that the people who read Woman's Day are . . . fine prospects for our appliances.

\$100 to Mr. Barber for proving that the Woman's Day reader is one of his best prospects! She goes out and gets Woman's Day every month, believes in it enough to buy from it regularly. She's in the know and on the go . . . shopping daily at the A&P, helping to create a lively flow of traffic past Mr. Barber's doors. She's the kind of fine prospect customer . . . and there are millions more like her over the country. Have you noticed lately how many of your customers read Woman's Day?



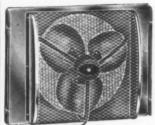
n days



Woman's Day

The National Magazine ... with the NEIGHBORHOOD impact.

#### **Quality Fans for the Price-Minded**



#### Reversible 20" DELUXE WINDOW FAN

Exhausts room air or blows in and circu-lates refreshing outside air. Reversible motor controlled by flick of handy switch. Quiet 1000 RPM fan motor powers 20" blade. 2100 CFM. 30" panel extends to 37%". Easy to install in window. Ivory enamel finish.

No. 4F231. List price.

#### Reversible 24" DELUXE WINDOW FAN

Reversible rotation, single and two-speed, 24" blade window fan. Serves as a room exhauster or air circulator. Handy switch, Belt-driven blade. Fits 32" window. Quiet, handsome. Extra-safe guard. Gray finish.

Speeds	Rotation	CFM	List Price
Two	Reversible	4600/3800	\$111.00
One	Reversible	4600	89.00
One	Single	4600	85.00





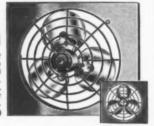
#### Heavy-Duty 24" to 48" ATTIC FANS

Built to outlast the house it cools. Vertical or horizontally mounted types.

Blade	CFM	HP	Mount	List Price
24"	4.500	1/4	Vert.	\$70.00
30"	7.500	1/4	Vert.	80.00
36"	9,600	1/3	Vert.	93.00
42"	12,000	1/3	Vert.	117.00
48"	16,200	1/2	Vert.	160.00
30"	7,500	1/3	Horiz.	92.00
36"	9,600	1/3	Horiz.	106.00
42"	12,000	1/3	Horiz.	129.00

#### 7wo-Way 20" WINDOW VENT FAN

Lowest priced 20" window fan for exhaust and air circulation service. 20" blade fan unit mounted on 24" x 30" plywood panel with safety guards on both sides of blade. Can be manually reversed in a minute. Powered by quiet, 1,000 RPM motor that delivers over 2,000 CFM. Cord and plug. No. 4F223. List Price.. \$36.50











Made and guaranteed by Dayton Electric Mfg. Co., Chicago 6. Stocked by-

#### W.GRAINGER,IN

43 WAREHOUSE STOCKS, COAST-TO-COAST General Offices: 740 W. ADAMS, CHICAGO 6

#### McDaniel of RCA Elected First Paid President of Radio-TV Mfrs. Assn.

Board votes to "take vigorous action" in opposing proposed excise tax hike

Directors of the Radio-Television Mirs. Assn. meeting in Chicago in mid-February elected Glen McDaniel, vice-president of Radio Corp. of America, as the first full-time paid president of the group. He is ex-pected to take office early this month.

McDaniel's election is the outgrowth of a reorganization of RTMA voted last summer at the group's annual convention. Robert C. Sprague, who has been serving as both president and chairman of the board of RTMA, has resigned the former post but main-tains his chairmanship of the board.

McDaniel's election was the highlight of a three day industry confer-ence sponsored by RTMA. Besides electing McDaniel, the board of directors approved a recommendation to "take aggressive action" in opposing the proposed increase in excise taxes on radio and television sets and specified components.

Materials Committee. The board approved a recommendation that authorized Sprague to name a special overall committee on materials to act in the industry's behalf. The group will compile data on the industry's requirements of critical materials and on efforts made to conserve these materials. It was directed to present such data to officials of defense agencies in support of the industry's contention that radio-TV plants should be kept in operation in anticipation of greater

defense requirements.
RTMA's set division responded to an invitation from the National Appliance and Radio Dealers Assn. to explore possibilities for closer cooperation between radio and television manufacturers and dealers by naming a five-man committee to meet with a NARDA group. The set division executive committee also approved in principle a program proposed by the service committee to promote wider interest in training of radio-television service technicians at trade and vocational schools. Frank Freimann, president of Magnayox, was elected a member of the RTMA board of directors by the set division executive com-mittee, replacing Richard A. O'Connor of Magnavox, who has resigned.

Sales, Ad Meetings. The RTMA sales managers committee approved revisions in a proposed code of ethics for advertising and selling sets. It also received a subcommittee report recommending changes in the Trade Practice Rules for the radio receiving set manufacturing industry. The changes would extend these rules to television.

The sales managers also pointed a subcommittee to develop a promotion program for use by distributors and dealers in promoting interest in local baseball clubs. Both the sales managers and the advertising committees adopted resolutions recommending that the industry cooperate with organized baseball in the promotion of attendance at home games during this year's baseball anniversary.

Twelve radio-TV manufacturers were admitted to membership by the board of directors. This brings current membership to 319 firms.

#### Harold Beaty Succeeds Ridout In EEI Rural Service Post

Harold H. Beaty has been appointed rural service manager of the Edison Electric Institute succeeding W. J. Ridout, Jr., who has become editor of Electricity on the Farm. Beaty has been in charge of electrification programs at Iowa State College since 1936.

#### Honored for Safety Record



DEARBORN STOVE CO. has been awarded the safety trophy of the Texas Employer's Insurance Assn. for its outstanding safety record. E. C. McFadden, vice-president in charge of safety engineering, presents the trophy to Ray Hoskins, plant superintendent.

# STEPS TO BETTER PROFITS

The outstanding value in each of four price brackets, the Duchess steps UP — or down — to meet your customers' needs. You win more sales with the Duchess!

Make any comparison in any price range . . . the Duchess outsells competition. Its superiorities are easily demonstrated and quickly recognized. Duchess ready

salability plus low service costs and liberal discounts make



Here's your key to more refrigerator sales

this year



No motor no machinery— No moving parts to monkey with!



World's longest refrigerator guarantee - 10 full years!



ROYAL TUDOR (Model BR-1118)—Volume—11.5 cu. ft. New-design cabinet with Newtone exterior. 2 glass-covered Dew-Action Vegetable Fresheners. "Odds and Ends" Basket. 5 "Quick-Release." Ice-Cube Trays. Full-width evaporator with exterior door.

# ...sell both types, GAS and ELECTRIC... sell the GREAT NEW SERVEL

Are you running the risk of losing sales by offering customers only half a choice? Today, there are just 2 kinds of refrigerators—gas and electric. And surveys show that a sizable proportion of prospects prefer the gas type. So it stands to reason that when you carry both gas and electric you're in a position to sell a lot more refrigerators.

Put this sales potential together with the dynamic features of the marvelous new Servel and you have an unbeatable combination. The new Servel has every advantage a refrigerator could have—and then some. It's bigger inside, yet needs no extra space outside. And there are eight handsomely designed models to choose from, including the incomparable Royal Tudor. There's a model for any size family . . . any size kitchen.

All these exciting improvements go hand in hand with Servel's famous "Hidden Half"... its motorless, silent freezing system—the only freezing system that's guaranteed for 10 years. It's the feature that makes Servel basically different—years ahead of the rest. So if you really want to unlock the door to bigger profits this year, sell both types of refrigerators. Sell electric and sell Servel... the world's finest refrigerator.

For full details write to Servel, Inc., Dept. O-1, Evansville 20, Indiana





"Servels HIDDEN HALF" means it

stays silent...

# be your local FILTRON headquarters!



Yes, the Filtron cold water coffee extractor—the newest way to delicious coffee—is the newest gift for Mother's Day.

Stock and demonstrate the Filtron—there's nothing like it on the market—cash in on Mother's Day advertising in House Beautiful—Living—Gourmet.

remember, hundreds of appliance dealers are taking advantage of the growing Filtron demand to increase traffic—add a new high discount source of income and build prestige and good-will.

FILTROR

COLD WATER COFFEE EXTRACTOR

5**19**50

slightly higher west of Rockies

#### check these dealer features:

- Made from non-shortage materials
- Top discounts
- Easy to demonstrate
- Growing demand plus novelty
- Complete co-op merchan dising

Ask your jabber for complete details or write direct to



1215 W. Fullerton Ave. Chicago 14, Illinois

### To Set Specific Prices For Appliance Ceilings

Non-markup ceilings will differ from those previously announced for apparel and home furnishings

IT'S pretty clear now what kind of pricing appliance dealers will have to live under during the mobili-

Major appliances—radios, washers, refrigerators—will be sold at specific prices prescribed by the Office of Price Stabilization. Neither percentage markups nor fixed dollars and cents margins will be permitted. (Smaller appliances may get the same treatment—or they may be covered by other types of price control. Electric bed coverings are covered by CPR-7 described below.)

The non-markup type of dealer pricing differs in principle from the method used in Ceiling Price Regulation No. 7, the big retail order put out on February 28. CPR-7 was designed to cover "new line" items. That means wearing apparel and house furnishings—the sort of goods that vary from shipment to shipment and present a pricing problem every time. Generally speaking, the price stabilizers regard percentagemargins as an inferior form of price-control. But it's the best that can be devised for fashion-sensitive items.

Appliance Control Easier. When it comes to appliances, however, the control problem is much simpler. For one thing, radios, refrigerators or washers usually come in standard sizes with similar specifications, regardless of maker. For another, models rarely change more than once a year. And, finally, these durables tend to sell at uniform prices.

Indeed, standardization starts at manufacturers levels, a fact that makes the OPS pricing and enforcement job even easier. Here OPS can let producers add increases in labor and materials costs since the June, 1950, base period to their pre-Korea selling prices.

Since both wages and materials costs are fairly uniform throughout the nation, this would produce uniform price advances and still-uniform costs to dealers.

Once costs are determined, item by item, the OPS will sit down and compute markups, then issue retail ceilings. (There's even sometalk of requiring manufacturers to put a retail price tag on every appliance, before it leaves the factory.) So, by summer, dealers will find themselves doing business under a series of regulations titled "Retail Prices for New Mechanical Refrigerators" or "Retail Prices For New Laundry Equipment."

Small Items Vary. When it comes to small appliances—toasters, irons, hotplates and the like—the OPS plans are not yet so clear. Where cost increases have been moderate since the first of the year, the item may be left under the January 25 freeze. Where costs have gone up but uniformity still obtains, specific ceilings—as for major appliances—will probably be used. But where uniformity of product and price doesn't exist, the goods may yet be put under CPR-7. Whatever the type of control adopted, OPS can be expected to

Whatever the type of control adopted, OPS can be expected to move as quickly as possible. Recause acute scarcities are still some time away, demand for appliances has not yet put really heavy pressure on prices. But such pressure is inevitable. And OPS wants its lids on, and nailed down tight, before the rush begins.

#### Honored by Industrial Engineers



**H. G. BLAKESLEE**, left, vice- $\mu$ -resident and general manager of Corp., receives the merit award of the American Society of Industrial Engineers from R. L. Crinnian, national president of the society.

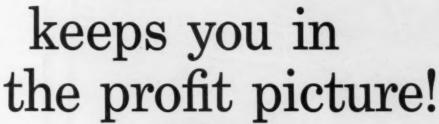


Here's a growing market that



HOME TALENT

CLASSROOM





BUSINESS

With so many items already in short supply, foresighted dealers, from coast to coast, are protecting their profits by adding the dynamic new Revere Tape Recorder to their present lines!

This potent sales-producer not only provides a new source of extra profits, but does wonders as a general business stimulant and creator of store traffic.

#### **Demand Is Growing!**

Every day, more and more people discover the advantages of owning a Revere Recorder. The fun of recording children's voices and home talent . . . adding music and commentary to home movies . . . recording radio programs for future enjoyment. Schools, churches, and clubs—business and professional people—musicians and students—all are your prospects!

Capture your share of extra profits from this wide-open, fast-growing market by featuring Revere Magnetic Tape Recorder now. Write for complete information.

REVERE CAMERA COMPANY • CHICAGO 16



COMBINATION
Tape recorder with builtin radio. Records directly
from radio by turn of
switch. Model TR-200

\$20950

With microphone, radio attachment cord, 2 reels (one with tape), and carrying case.

116950



SELLS ON DEMONSTRATION
It's almost magical! Customers marvel at hearing their voices in crystal clarity. They are impressed with such outstanding features as the fast rewind and forward speeds . . . erasable, reusable tape . . . easy-to-operate controls . . . and smart,

compact carrying case.

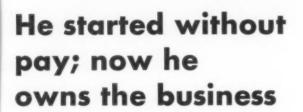
Revere

TAPE RECORDER

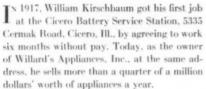
The Largest Selling Tape Recorder in America



The home of Willard's Appliances, Inc., 5335 Cermak Road, Cicero, III.



Bill Kirschbaum gets new customers with a sales approach that's older than radio — and moves more than \$250,000 a year in appliances.



Bill Kirschbaum's story is the story of the growth of the radio and appliance industry. But more than that, it's a story of proved selling and advertising methods that will interest every appliance dealer who is in business to stay.

Bill was 17 years old when he started his six months apprenticeship with the first battery service station in Chicago's western suburbs.

#### Watched radio grow

"In 1920," he said, "some of us around the shop

got interested in crystal set radios, and we started building them for sale. The sales appeal was limited because about the only station on the air was KDKA in Pittsburgh.

"A few years later, when battery sets came in, it was a natural for us. We built the first tube outfit in Cicero. It was such a novelty that people came from all over town to see it.

"Selling radios in those days was a funny proposition. Everything depended on how many far away stations you could pick up. If we could get Rome, Italy on a set—even though the prospect couldn't understand a word—it was a sure-fire sale.

"The next milestone in our business was Cicero's first auto radio, which we built and sold. Soon after that, we quit building radios because the big manufacturers could produce a good set cheaper than we could. We had been

(Advertisement)



adding appliances to our stock as they came on the market, and we had our hands full with sales and service."

#### Sells TV in 1931

When Willard's Appliances was incorporated in 1931, Bill Kirschbaum became president. The same year, he sold one of America's first television sets—a large box with a tiny screen made by Western of Chicago. Displayed in the store now, it offers an interesting contrast to the 1951 models around it.

From the beginning, Willard's made sound progress under Bill Kirschbaum's direction. Even during World War II, the store stayed in business with repair work when other shops closed

"We look at it this way," he says. "There's only one thing more important than getting a new customer. And that's keeping an old one.

"When I was selling batteries here 30 years ago, I found out that making a prospect into a permanent customer is the same thing as making a stranger into a friend. It's a question of taking an interest in the other fellow's problems, and giving him the extra time it takes to make him feel at home.

"Our sales policy is built around that idea. We figure it's not how much you can sell a customer today that counts, but how well you can satisfy him with his purchase. Repeat business is the most valuable in the long run.

#### How they keep customers

"It starts with the salesman. The way he handles a customer makes the first impression. So we don't try to push anyone into buying. We give them all the helpful information we can, and they make their own decisions. In this way, a customer feels that he can come in and look around any time without being high pressured."

After closing a sale, Bill and his four salesmen ask the customer what appliance she plans to buy next. This usually leads to a discussion of another item in the store which the customer can inspect while it is handy.

"Even though we know the customer is not ready to buy the additional item." Bill says, "we always give her a thorough demonstration if she seems to be interested. When she leaves the store, she's already thinking about the next appliance she wants for her home. This simple procedure helps build an important volume of business '

#### Service builds good will

Service plays a big part in Bill's "customer satisfaction" program. A card hanging above the door to the service department sums up Bill's ideas on service with the motto, "Thru Service We Grow." The department consists of three men in the shop, three more who make service calls in the homes and a seventh who does outside antenna work.

"Prompt, efficient service builds good will," says Bill. "A good service department can turn a liability into an asset because it shows the customer how we follow through when our merchandise needs attention.

"In some cases, when a customer reports trouble with a recent purchase, we replace it with new merchandise the same day. The little extra effort produces good will that money

When you walk into Willard's you notice the unusually large volume and variety of stock on display in the three adjoining display rooms.

#### High year-around volume

"We sell something that's in demand every season of the year." Bill explains. "Most appliances have peak and slack seasons. To offset this, we stock items that hit their peaks when sales of other things are off. The salesmen emphasize the items with the greatest current appeal.

"We chart our sales peaks and valleys. This way, we can foresee the demand and maintain a fairly steady volume of sales the year around."

In addition to 10 brands of television sets. five makes of refrigerators, five kinds of washers and five brands of ranges Willard's stocks many items not usually found in appliance



ager Ray Ellickson knows that a customer who feels at ease is more likely to come in again

stores. Among these are luggage, electric shavers, silverware, door chimes, clocks, fans and air conditioners

"Of course, we've never been satisfied just to maintain the previous year's volume," said Bill. "Through the years, we've experimented with all kinds of advertising to step up our volume. We found that hit and miss advertising doesn't pay. Consistency and sound planning come first in our advertising program.

#### How they advertise

"At present, some 40% of our advertising budget is divided among direct mail, ads in local newspapers and expenses for our two men's and two women's bowling teams.

"The remaining 60% goes into cooperative advertising with our distributors under the Chicago Tribune's Selective Area advertising plan. With the Tribune's plan, we get bigger ads with a bigger circulation among our best prospects. The way it works, a lot of dealers put their money together and we each get more effective advertising than we could buy individually. In this trading area, this store gets the full benefit of the advertising.

"I figure we watch our advertising expenditures as closely as any dealer in town. And that's why we go in on every Selective Area campaign that's offered us. They produce more sales per dollar invested than any other advertising we use."

MANUFACTURERS: Does your advertising get the enthusiastic support of your dealers for your line?

With the Selective Area advertising plan you get the local support you need to obtain maximum response from your advertising. This is the kind of advertising your dealer understands and prefers. He gets retail-store-type copy over his own name in Chicago's No. 1 hardlines medium, reaching the prospects best able to trade with him. He sees results in his own store. Yet the entire program is factory-supervised and agency-placed.

So productive has the plan proved for dealers, distributors and manufacturers that already more than \$1,250,000 has been placed in Selective Area advertising in the appliance field alone. Far more than half of the appliance dealers in Chicago and suburbs have made it a part of their promotion programs.

Selective Area advertising can increase sales and dealer support for your product. Tuned to today's selling trends, it can help you build the consumer franchise you want in the multi-billion dollar Chicago market.

Ask your Chicago Tribune representative for complete details.

Chicago Tribune Representatives:

E. P. Struhsacker, 220 E. 42nd Sta MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC. (Advertisement)

W. E. Bates, Penobscot Bldg.

San Francisco



It's a basic Arvin policy:

#### **Every Arvin dealer** and distributor gets a fair shake!

We're glad to report that production of Arvin electric housewares is good. Not as good as we'd like, but still at a high level. (Quality, too, remains at the same level that has built Arvin's quality reputation throughout the years.)

Yet, sure as shootin', there are going to be shortages later on. So, here and now, is our pledge to you:

When that time comes, all available Arvin

merchandise will be distributed fairly and equitably to all wholesalers and dealers.

Arvin will not play favorites. Our entire sales organization will be geared to hold fast to the basic Arvin policy of Fair Play for all customers. You can bank on it!

So, for the long pull, we sincerely believe that you will find many advantages in selling Arvin-the high quality, service-free, profitable housewares line!

We will continue to recommend 40% discount on master carton quantities









Arvin Lectric Cook

\$2995



Arvin 5-Year Guarantee \$1195



Arvin 5-Year Guarantee \$1495



Arvin Cool-R-Hot

\$2195



Arvin Fan-Forced \$1195 10 1595



**Arvin Radiant** 



Tie in with the great gift promotion plan of the Electric Housewares Division of N.E.M.A.

Order your Free N.E.M.A. Retail Display Kit from Electric Housewares Section, National Electrical Manufacturers Assn., 155 East 44th Street, New York 17, N. Y.

#### Electric Housewares Division • Arvin Industries, Inc., Columbus, Indiana

NATIONALLY ADVERTISED IN LADIES' HOME JOURNAL, SATURDAY EVENING FOST, BETTER HOMES & GARDENS, SUCCESSFUL FARMING

#### Appliance Order Limits Use of Steel Only

Cut steel and let aluminum and cop-per go. That's the decision NPA finally made after a month of internal wrangling over how to limit scarce materials going into appliances and a long list of other consumer durable

The escape of aluminum and copper doesn't mean there will be any greater quantity of these materials. For example, the cutbacks on fabricators of these metals (as contrasted to manufacturers of finished products) are still in effect. But NPA's decision does mean that appliance makers escaped a lot of paper work that would have been necessary if previously announced plans had been carried out.

The small assembler of household equipment, who buys parts instead of manufacturing them, is the man who made NPA back down. The controllers couldn't agree on how to force him to reduce a given amount of the three metals without creating an unmanageable flood of paper work. They settled on steel for the only end-product limitation order, hoping it would indirectly result in less use of aluminum and copper.

Manufacturers of products on the steel cutback list can use 80 percent as much iron and steel as they used in the base period. The appliance maker who buys parts, instead of making them, is prohibited from assembling more than 40 percent as many items in the second quarter as he assembled in the first six months of 1950. The order makes a special bow to small business-users of 100 tons or less of iron and steel per quarter in the base period can use an equal amount in the second quarter this year.

When NPA announced the steel cutback for finished articles, it said that fabricators of aluminum and copper would still be under "across the board" limitations in the second quarter. The announcement said fabricators of aluminum would again be permitted to use 65 percent of their base period rate of consumption. Copper fabricators would be permitted to use 75 percent of the base period, a five percent reduction from the March rate.

Appliance makers are free to scram ble with other manufacturers for all the copper and aluminum which escapes from defense rated orders. No-body in NPA thinks there will be enough to fill everybody's needs, even with steel restrictions acting as a brake on production. Despite some talk about relaxing controls, and an easier supply situation later in the year, the outlook for the second quarter is for continued shortages

#### Ditsler Made Refrigeration Specialist for NPA

Robert E. Ditsler, merchandise manager for the Westinghouse refrigeration specialties department, has been appointed an industrial specialist on household refrigeration and home and farm freezers in the National Production Authority. He is on leave of absence from Westinghouse's refrigeration specialties department. In his new position he will work with manufacturers in getting the most possible production out of materials available after the requirements of the armed services have been filled. it's a modern

### National CASH REGISTER

ADDING MACHINE FEATURE!

This new Class 21 National Cash Register is designed expressly to save you time and money—eliminate mistakes—and increase your profits. No cash register so complete has ever been offered at such a low price!

Large figures at the top of the register show clearly the correct price of each item as it is recorded. This protects customer, merchant, and salesperson.

Sales of more than one item are mechanically totaled, thus eliminating mistakes in addition, saving valuable time, speeding customer service, and winning customer confidence.

See how each amount is printed in large, "quick-check" figures on the new *illuminated* detailed auditstrip. The last 11 items are always in sight. The detailed audit-strip is a printed, permanent record of each day's business, sale by sale. Special keys identify salespeople,

departments, and kinds of transactions.

And the new Class 21's Built-In Adding Machine feature can be used at any time without disturbing the locked-in cash register records. It saves valuable time, and prevents costly mistakes in your daily figurework. Its electric operation is fast and easy. The standard keyboard enters ciphers automatically, and has easy key touch.

Phone your nearest National office today for a demonstration. Or, write to the Company at Dayton 9, Ohio.

CASH REGISTERS - ADDING MACHINES
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

ANOTHER GOOD REASON WHY YOU SHOULD...

Switch to

Hotpoint
Super-Stor
Refrigerators
Models ED 110-5
and ED 87-5
Now...with new FullWidth Speed Freezers!
Air flows unobstructed
across top, bottom and
all four sides. Cabinet
walls remain free of

baffle adjustments are never necessary. Three shelves in doors, butter bins, meat storage, sliding shelves and defrost indicators are but a few of the many benefits you can offer your customers in these new Hotpoint Super-Stor Refrigerators. Model ED 110-5 volume (NEMA)

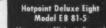
you can offer your customers in these new Hotpoint Super-Stor Refrigerators. Model ED 110-5 volume (NEMA) is 10.99 cubic feet with speed freezer capacity of 49 pounds. Model ED 87-5 volume (NEMA) is 8.7 cubic feet with speed freezer capacity of 43 pounds.

Hotpoint Special Deluxe Refrigerator Model EC 82-5

Has new improved horizontal evaporator of full-width design. Quiet, economical, dependable THRIFTMASTER unit is equipped with overload protection. Cabinet volume is 8.22 cubic feet. Speed Freezer capacity is 43 pounds.







Has an efficient Speed Freezer that holds 24 pounds of frozen foods. The cabinet volume (NEMA) is 8.11 cubic feet. Has two large vegetable pans on rollers. Plenty of room for fresh foods and tall battles.

# Hotpoint Brings You Nine Magnificent New Refrigerators To Make Your Refrigerator Line Complete

Among Hotpoint's complete line of the world's most convenient refrigerators there is a size, type and price to fill every family's need and desires.

1. Two great new Super-Stor Combinations, at the top end of the line, combine full-size Refrigerators with true Food Freezers—both in one handsome cabinet. These models feature two separate compartments, two doors and separate temperature controls.

√2. Three magnificent new models in the middle of the line feature the new, improved Full-Width Speed Freezers. Two models have door shelves and butter bins. All three provide proper air temperatures under all conditions, eliminate excessive sweating or condensation and have the popular Telefrost Indicators.

√3. Four popular models in the lower priced end of the line fill out the
complete range of styles and prices to fill every family's need. When you
step up to Hotpoint Refrigerators you step up to the finest!

#### HOTPOINT FULL-LINE LEADERSHIP!

Hotpoint's complete line of the world's finest refrigerators is further proof of Hotpoint's Full-Line Leadership—a leadership which has been planned and developed as a result of Hotpoint's faith in the tremendous market offered by the components of the all-electric home. Hotpoint's complete line includes every major electric appliance for the kitchen and home laundry. Therefore, with Hotpoint, every month is a selling month. By traditional leadership and matchless experience, Hotpoint is the best qualified to supply your full complement of modern electric appliances for modern Better Living—electrically.

Switch to

RANGES . REFRIGERATORS . DISHWASHERS . DISPOSALLS® . WATER HEATERS . FOOD FREEZERS . AUTOMATIC WASHERS

# DOUBLE



HOTPOINT SUPER-STOR COMBINATIONS MODEL EG 106-5 AND MODEL EG 87-5



The world's finest refrigerators plus true Food Freezer-both in handsome single cobinets. No defrosting ever necessary in Fresh Food Compartments. Model EG 106-5 Food Freezer holds 70 pounds Volume (NEMA) 10.61 cubic feet. Model EG 87-5 has freezer capacity of 52 pounds and cabinet volume (NEMA) of 8.7 cubic feet. Both have shelves in doors, butter bins, roller mounted vegetable pans, leftover rack and sliding shelves to bring food out in front.

#### A SIZE AND STYLE FOR EVERY FAMILY NEED!

From the compact but complete 4-cubic foot small apartment model to the magnificent Super-Stor Combinations there are nine distinctive models of Hotpoint Refrigeratorsmodels to fill the specific requirements of every family. In all price brackets and in conventional and horizontal evaporator models, Hotpoint sets new heights in modern electric refrigeration performance.

... Another reason why the Hotpoint Full-Line Franchise is so coveted.

FOR FULL-LINE LEADERSHIP

CLOTHES DRYERS . ROTARY IRONERS . CABINETS





EA 83-5 Neither storage space or beauty is sacrificed in this economy-priced 8-foot refrigerator: Speed Freezer holds 24 pounds: Outward appearance is very similar to the deluxe



Just the right size for small families. Room for 17 pounds of frozen food in the Speed Freezer. Like all Hotpoint refrig-erators it has the depend-able THRIFT MASTER unit.





Standard Four Model EA 40-5

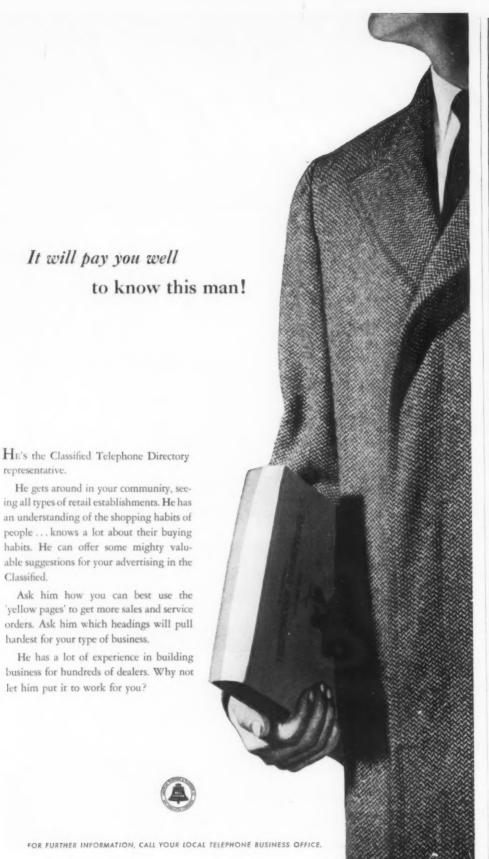
This compact but com This compact but com-plete refrigerator is ideal for small apart-ments, lodges, offices and camps. There's ample room for fresh food and the Speed Freezer holds 9 lbs. of frozen food.

Have a talk with your Hotpoint distributor and get on the track to greater profits and constant profits every month of the year with Hotpoint's Full-Line Franchise.

otpoint Inc.

(A General Electric Affiliate)

5600 West Taylor Street, Chicago 44, Illinois



#### **Scheduled Meetings**

EEI ANNUAL SALES

Edgewater Beach Hotel, Chicago April 2–5

APPLIANCE PARTS JOBBERS

Annual meeting and election Sherman Hotel, Chicago April 11–14

ROCKY MOUNTAIN

Spring Work Conference Shirley-Savoy Hotel, Denver, Colo. April 15-18

NORTHWEST ELECTRIC LIGHT & POWER ASSN.

Business Development Section Convention
Multnomah Hotel, Portland, Ore.
May 7–9

NAT'L APPLIANCE SERVICE ASSN.

Annual Meeting and Election Philadelphia, Pa. May 15-19

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

Convention, Atlantic City May 20–26

PACIFIC COAST ELECTRICAL ASSN.

Convention Biltmore Hotel, Los Angeles May 21–23

PARTS DISTRIBUTORS SHOW Chicago May 21–23

#### Cabinet Makers Study Means of Survival

The steel kitchen cabinet industry, well aware that its members use over 100,000 tons of sheet steel annually, is currently doing all it can to prevent a repetition of its World War II casualty list. Industry members who met in Cleveland in mid-February at the invitation of the Steel Kitchen Cabinet Institute found themselves discussing ways and means of living to a ripe old age amid the difficulties of the present half and half economy.

One result of the meeting was a de-

One result of the meeting was a decision to contact Washington to find out (1) how the industry could help in the war effort and (2) how severe will be the cutbacks ahead for the industry. Approval was given to organization of a permanent committee to be stationed in Washington for information purposes.

Keynote speaker for the one-day meeting was L. S. Hamaker, assistant general sales manager of Republic Steel Corp. His off-the-record speech on "The Outlook of the Steel Fabricator" dealt with the fabricator's possible share of the country's expanded steel production.

Sixty companies were invited to the meeting and 50 persons representing 20 cabinet manufacturers attended.

Although some firms have already started converting to the production of airplane and guided missile parts, others felt that the 600-850,000 new housing starts this year would still provide a market for kitchen cabinets.

# TWO \_\_\_\_\_\_\_\_ HOT CLOCKS

In Free Displays that "Knock'Em Cold!"



50

THU BEL

MODERN STYLING
AVAILABLE WITH A



Like all Sessions Alarm Clocks, both "Ollie" and "Kitty-Belle" models have Sessions famous pleasant bell alarm, Sessions ultra-quiet movement for sound sleeping. Both are nationally advertised for quick recognition on display — quick turnover in sales!

OLLIE SAYS,
WISE UP!
TO A
Sessions
TRUBEL
ELECTRIC
FALARM

ALLEMOUS DIAL. 1695

#### "OLLIE" the OWL

The array nevelty stock that's observed whiching up reminful With furfull, attention militarized Applies from the militarized Applies from the militarized Applies for the following brilliant "Day-Ole Intention, European displays when medicate 1.



"HOT EVENA PUR R R"

Sessions

SELF-STARTING
ELECTRIC CLOCKS

In Chicago:

"KITTY-BELLE"
TRU-BEL ALARM
With proven popularity,
at a proven popular pricel
With eye-catching multicolored display 11" wide x12"
high, featuring brilliant
"Day-Gio" lettering. (Request

display when ordering.)



#### WASHING MACHINE PAR ON HAND IN YOUR AREA

IN the face of threatened shortages it's an advantage to be able to obtain parts for all makes of washing machines.

However, since many replacement parts are made from critical materials, how long these ample stocks will last is anybody's guess. It's a good idea to look ahead. Anticipate your needs and be sure your service department will have the necessary parts for the months to come.

This convenient service is provided by the members of the Appliance Parts Jobbers Association, listed below, in cooperation with the washing machine manufacturers.

These members give you a prompt hurry-up service on any renewal part for any washing machine through this "one-stop" source of supply. No need to waste time, labor and delays shopping around for parts from various sources. Thus you can render a quick and efficient service to your repair customers and build their good will. Check your service department now for parts you will need in the

#### SEE THE APPLIANCE PARTS JOBBER NEAREST YOU

#### YOUR AUTHORIZED PARTS JOBBER IS LISTED BELOW

A-I Mester Electric Shop, Selt Lake City, Utah Akran Washer Parts Co., Akran, Ohio Alised Encric Appliance Parts, Inc., Philedal-Alised Encric Appliance Parts, Inc., Philedal-American Electric Washer Co., Claveland, Ohio Appliance Parts & Service Co., Seattle and Spokane, Wash. Arcand's, Herriford, Conn. Cooper Washer Parts, Inc., Sioux City, Iowa Cooper Washer Parts, Inc., Sioux City, Iowa Cooper Washer Parts, Inc., Sioux City, Iowa Cooper Washer Parts Co., Grand Rapids, Mich. Good Housekeeping Shop, Boston, Mass. Gopher Appliance Carls Co., Waterbury, Conn. Finch's Washer Parts Co., Grand Rapids, Mich. Good Housekeeping Shop, Boston, Mass. Gopher Appliance Co., Minneapolis, Minn. Home Electric, Inc., Youngstown, Ohio Wallace Johnston Appliances, Inc., Memphis, Tens.

nn.
Jones Washing Machine Parts & Service
a, Denver, Celo.
ker Brothers, Cincinnati, Ohio
-Cone Appliance Parts Co., St. Lewis, Me.
L. May Co., Inc., Portland, Ore.
yest Appliance Parts Co., lic., Chicago,

Midwest Appliance Parts Co., St. Paul, Minnesota Appliance Parts, Buffalo, New York Niles Washing Machine Supply Co., 509 14th St., Deaver Z, Colorado.

Poersol Appliance Corp., Cleveland, Ohio and Dallas, Texas

D. J. Phelan Sons, New York, New York and Newark, N. J.
Precision Parts Co., Akron, Ohio
Pritchard Electric Co., Oklahoma City, Okla.
R. and S. Parts Co., Milwaukee, Wis.
Radio Electric Service Co. of Penna., Philadelphia, Pa.
Refrigeration Equipment Co., Kansas City, Mo., Refrigeration Equipment Co., Kansas City, Mo., Refrigeration Supply Co., Harrisburg, Pa.
Refrigeration Supply Co., Richmond, Va.
C. J. Roberts Engineering Co., Springfield, Mass.
Servall Co., Detroit, Mich.
Shand Radio Specialties, Filiat, Mich.
The C. W. Smith Co., Chicago, Ill.
Trible's Inc., Washington, D. C.
Wash Machine Parts & Sales Co., 9 Itisburgh, Pa.
Washing Machine Parts Co., Inc., Los Angelez,
Calif., Son Francisco, Calif., and San Diego,
Calif., Son Francisco, Calif., and San Diego,
Calif.

APPLIANCE PARTS JOBBERS ASSOCIATION, INC. A National Trade Association—Executive Office: Detroit, Mich.



ADVERTISING MANAGER F. H. Peters shows James Kyle, New York branch appliance sales manager, the hydrator on a new Frigidaire refrigerator during dealer meeting in New York.

#### Frigidaire Quota Set At 80% of '50 Level

New York dealers attending February sales meetings staged by Frigidaire division of General Motors Corp. were told that 1951 quotas for the area had been set at 80 percent of 1950 figures. H. M. Cline, general sales manager of the New York branch of Frigidaire Sales Corp., said that attainment of this quota would make 1951 the second best year in the

firm's history.

The New York meeting was one of 100 sessions held throughout the country to introduce 1951 lines to 40,000 dealers and their salesmen. Center of interest at the showings was a new "wonder" oven that permits preparation of different foods at different temperatures at the same time. A movable unit converts one large single oven into two separate ovens. On refrigerators the emphasis was on new styling and larger capacity which allows the housewife to plan "once-aweek" shopping.

During the meetings dealers were told that the company was temporarily

stopping production of its sink and cabinet and dehumidifier lines.

Frigidaire had pioneered the latter appliance and was thought to have captured a large share of the market. Dealers were told that some dehumidifier stocks are still available.

#### Hoffman Honored For Role In Televising Football

The San Francisco Academy of Television Arts and Sciences last month honored H. Leslie Hoffman, president of the Hoffman Radio Corp., for his firm's contribution to television industry during 1950.

Hoffman was singled out for honors because of his leadership in making possible telecasts of Pa-cific Coast Conference football games. Besides the football tele-casts he has arranged for coverage of college basketball and negotiated the return of wrestling to TV coverage. His firm is now sponsoring a sustained series of lately released major motion pictures.



WONDER OVEN on a new Frigidaire range holds the attention of L. A. Clark, center, assistant general sales manager of Frigidaire, T. A. Arminio, New York branch manager, and H. M. Cline, right, general sales manager of the branch.



RELAX, MR. RETAILER -

YOU'RE SELLING

AMERICA'S FOREMOST

NAME IN GAS RANGES —

Magic Chef

America's most called-for brand means faster, easier sales for you...!

Chase away those "credit regulation blues" with this simple formula—recommend Magic Chef! In these turbulent times, Mrs. Homemaker isn't satisfied with lesser known brand names—she wants the BEST... Magic Chef. Because of its top performance, many exclusive features and years of customer acceptance, Magic Chef is THE premium commodity on today's range market. That's why sales-wise retailers feature Magic Chef—BEST deal for the retailer, BEST buy for the customer!

LP RETAILERS: Sales of LP gas last year were 25% above 1949...but Magic Chef LP ranges were up 41%. Push the Range that SELLS!

more women cook on Magic Chef than on any other range

AMERICAN STOVE COMPANY . 1641 S. KINGSHIGHWAY . ST. LOUIS 10, MO.

the gas range with America's most wanted features =

0000

000



SWING OUT BROILER

Guarantees smokeless broiling. Waist-level broiler lifts out for easy cleaning, door protects from spatters.



#### RED WHEEL REGULATOR

Famous the world over for exact oven heat control. Assures perfect oven baking for amateurs or experts.



#### ONE-PIECE TOP BURNER

An easy cleaning feature every woman wants. Burners slip out of range in a jiffy for quick washing at the sink!



Range unit replacement business may loom large in the months ahead-and here's just the item you need to make your service and replacement jobs a cinch to handle . . . a free pocket-size index that gives on-the-spot answers to service problems!

To use it, here's all a serviceman does:

- 1. Measures I.D. of opening with the guide.
- 2. This automatically moves arrow to proper setting.
- 3. Reads off size and type of adapter pan required.

No more confusion from mistakes in pan sizes and types! The TK Pocket Guide will prove to be your servicemen's best friend.

It's just one of the many sales aids Tuttle & Kift supplies to make your replacement business more profitable. In view of current conditions, your biggest business may soon be coming from replace-

ment units . . . and your biggest demand will be for TK Units. That's because most range manufacturers standardize on TK Units as original equipment.

TK Monotubes give "new range" performance to old ranges, are quick and easy to install. Andthey're easy to sell because women like these exclu-

- "Swivel action" permits the heating coil to be raised, to stay up by itself. The TK Monotube is the easiest cleaned unit ever made.
- \* Fast, uniform heat . . . the broad, flat coil provides up to 32.8 per cent more contact with cooking utensils . . . has no "hot spots" or 'cold spots'' . . . no special switch positions to remember.
- \* Concealed, protected wiring.

When you write for your free TK Pocket Guide, also ask for a copy of our brand-new Replacement Unit Catalog No. 5. It contains complete information on TK Monotubes and TK Water Heater Units . . . gives directions for installation. Start now to build more business for your Service









GEORGE W. BROWNE, supervisor of displays for Public Service Electric & Gas Co. of Newark, receives congratu-lations from Hugh A. Cole, advertising manager of Igoe Bros., Inc., Newark, after winning first place in the utility division of Hamilton's dryer display contest. Looking on is Frank W. Simcoe, Igoe Bros., sales manager.

#### Oregon Dealer Takes Top Prize In Hamilton Window Contest

F. W. Cole of the Rubenstein Furniture Co., Eugene, Ore., won the dealer division of the second annual window display contest sponsored recently by Hamilton Mfg. Co. George W. Browne of Public Service Electric & Gas Co., Newark, won top honors

in the utility division. Other dealer winners were Pressendo's in Chicago Heights, Ill., Rosentrator Sales & Service, Tabor, Ia. In the utility division William Benson of Consumers Power Co., Grand Rapids, Mich., took second with third place split between E. M. Cowan of Consumers Power, Flint, and Dan W. Frye of Equitable Gas Co., Pitts-

#### Westinghouse President Sees 35 Percent Cutback

Production of Westinghouse con-sumer products in 1951 is expected to fall 35 percent behind 1950 figures, Gwilym A. Price, president of the firm, told newsmen in New York in late February.

At the same time John M. McKib-bin, vice-president in charge of consumer products, said that the consumer group had embarked on an expansion plan which would enable it to turn out twice the 1950 volum The company hopes to complete this expansion in two or three years, company officials said.

Occasion for the predictions was

Price's annual news conference called to discuss Westinghouse's 1950 financial statement. Net income amounted to \$77,922,944, equal to \$5.36 per common share. This was more than \$10 million better than 1949, the previous record year. Price said that 32 percent of 1950's dollar volume was in consumer products—lamps, appli-ances and radio-television.

Price said that appliance and television production during the first weeks of 1951 was about 20 percent behind the last quarter of 1950. While conceding that the cutback may reach 35 percent this year, Price pointed out that 1951 production will still be "very high" when measured by any standards other than "our post-war boom

# Demonstrate with a SYLVANIA

GET TRUE BLACK, GRAYS, AND WHITE IN A SHARP FOCUS PICTURE FROM EDGE TO EDGE

Why is it that so many dealers are using a Sylvania set to demonstrate television to their customers?

#### because SYLVANIA sells!

Because it gives the kind of picture people have hoped to get—especially those who have been looking at small, fuzzy screens.

Because Sylvania's "Triple-Lock" gives the greatest freedom from interference that unsurpassed skill in engineering can devise. Call your Sylvania distributor or write us for his name and address.



SYLVANIA 17" Mahogany DeLuxe Console, with doors. Big Mellow-Tone\* screen that gives you everything. Wonderful wide-angle, non-glare viewing. Studio-Clear\* sound. Built-in antenna. Only two front control positions. Provides for phonograph attachment. Also available in Walnut. SYLVANIA 19" Mahogany DeLuxe Console Combination. Your "concert-grand"! Designed by Cedric Errol Millspaugh. Life-size BIG pictures, Rock-Steady, Movie-Clear\*. Three built-in antennas. AM-FM radio of unnatched tone quality. Automatic "pull-out" record changer for all speeds. This is the ultimate in home entertainment.



SYLVANIA

Fiftieth Year - Established 1901

GREAT OLD NAME IN ELECTRONICS · · · GREAT NEW NAME IN TELEVISION

Television Sets; Radios; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Lievices; Light Bulbs; Photolamps.

Sylvania Electric Products Inc. Radio and Tolovicion Division 254 Rono St., Buffalo, New York

\*Sylvania Trademark



NOTE: Prices given are those prevailing at close of issue. Not responsible for price changes that occur between closing date and date of issue.



FRIGIDAIRE Refrigerators Frigidaire Div., General Motors Corp., Dayton, 1, Ohio

Imperial 10-100 refrigerator freezer; freezer; Deluxe models DO-107 and DO-90; Master models MO-81 and MO-71; Standard models SO-82 and SO-73 and AO-60 and AO-43.

Selling Features: Imperial 10-100, 2-door model has 10 cu. ft. capacity and provides 3 kinds of cold, each with own refrigeration system operated by single rotary Meter-Miser compres-sor; Locker-Top freezing compart-ment with separate door holds 73 lbs. ment with separate door holds 73 lbs. frozen food; sub-zero cold provided by refrigerant coils in sides, back, top and bottom for long-time storage of frozen foods; ice-blue and gold Quickube trays; Refrig-O-Plate, separate refrigerating system, located on backwall, refrigerates shelf area in large food storage compartment, collects excess moisture from air as frost, and automatically defrosts itself; big bin-sized, stack-up hydrators with transparent tops at bottom of food compartment are refrigerated by Cold-Wall cooling coils in cabinet walls and provide cold, moist air that will keep nearly a bushel of vegetables crisp.



Deluxe DO-107, has 10.7 cu. ft.; DO-90 has 9 cu. ft. capacity; both models have large full-width super-freezer chests which hold 49 and 46 lbs. frozen food at near zero respectively; Quickube trays rest on full width fast-freezing shelf; ice-blue gold and plastic freezer door swings down to form shelf; acid-resisting porcelain food compartment: sliding adjustable food compartment; sliding adjustable aluminum shelves; full-width pla-tic chill drawers for flat cuts of meat, fice cubes, etc.; 7.1 qt. basket drawer for package items; and twin "stack-up" hydrators with combined capacity of 23 qts; cold and season control. Master MO-81 and MO-71 have 8.1 and 7.1 cu. ft. capacity with frozen food capacities of 41 and 37 lbs. respectively; swing-down insulated door with ice-blue decor; full-width plastic chill drawers; adjustable shelves; acid-resisting porcelain-finished interiors; larger model has twin "stack-up" hydrators, smaller one has a single roomy hydrator. Standard models SO-82 and SO-73 have 8.2 and 7.3 cu. ft. capacity; equipped with large super freezers; 9.6 qt. capacity hydrators; full-width and half-shelves; cold storage trays. AO-60, 6 cu. ft. model, and AO-43, 4.3 cu. ft. model of counter height are also included in line; all basic Frigidaire features are included in these models. For big families there is also an extra-large 2-door model with 17.1 cu. ft. capacity. Menhead fines AS-1051.

ft. capacity.

Electrical Merchandising, Apr. 1951



FRIGIDAIRE Ranges Frigidaire Div., General Motors Corp., Dayton, 1, Ohio

Models: RO-60, and RO-50 equipped with a new "Wonder Oven"; DeLuxe double oven RO-70; RO-40, RO-35 and RO-30; and RM-3 and 4.

Selling Features: "Wonder Oven" permits preparation of different foods at different temperatures at same time in same oven; this is accomplished by in same oven; this is accomplished by converting large single oven into two separate oven compartments with a movable unit which can be inserted into center of oven—providing upper oven with 2 heating units for broiling, baking or roasting; lower oven has a single bottom unit designed for baking or roasting; separate controls are provided for each oven section; also, when upper oven is used for broiling and oven door is left ajar, lower oven can be closed off to maintain baking temperatures, by using a separate temperatures, by using a separate sliding inner door; when a giant size oven is needed, center section can be oven is needed, center section can be moved to bottom providing 6160 cu. ft. space; other features include insulation on all six sides; 1-piece construction; rust-proof porcelain finish; shelves adjustable to 10 different positions adjustable to 10 different positions with lockstops and non-tipping; Cook-Master provides automatic cooking for upper oven when combination ovens are used or for entire oven. Other features in RO-60 and RO-50 include a new Time Signal with 2 different speeds, one for stop-watch precision timing for short cooking periods, the other for periods up to 1½ hrs.; buzzer signals when time is up; switch knobs

located on front, illuminated to indicate which surface unit is in operation and the heat employed, are featured on RO-60; big new storage drawers; handy warmer drawer on RO-60; 4 handy warmer drawer on RO-60; 4 Radian-tube surface units, one a lift-up type; Triple-Duty Thermizer cooker with a Thrifto-Matic switch that cooks on "high" for 20 min, then automatically switches to "simmer"; Simpli-Matic oven control preheats oven and automatically switches to baking or roasting temperature desired and fluorescent cooking too lamps.

and fluorescent cooking top lamps.
Double-Oven RO-70 has all RO-60 features plus two separate Even-Heat ovens and 2 high-speed broilers inside of the "Wonder Oven".



Improved "Thrifty-30" models RO-30 and RO-35, 30-in. ranges, feature giant full-width ovens large enough to hold 10 loaves of bread; Time Signal has been added; 4 fast-heating Radiantube units; RO-35 has combination Cook-Master and cooking lamp plus full-width utensil drawer; compact 21-in. ranges complete with 3 Radiantube units and a large oven, RM-5 and RM-4 complete line.

Electrical Merchandising, Apr. 1951



**DEEPFREEZE** Refrigerators Deepfreeze Appliance Div., Motor Products Corp., North Chicago, III.

Models: 1951 line includes 2 Super DeLuxe, 1 Deluxe and 3 Special models.

models. Selling Features: Super Deluxe models DW-1150 and DW-960 have 11.5 and 9.6 cu.ft. capacities respectively; both models have freezer compartments with 1.2 cu.ft. capacity; metallic finished polystyrene insulated door finished polystyrene insulated door seals cold in; insulated frozen storage drawer has .3 cu.ft. capacity; full length, 1-piece doors have 5 storage facilities: Eggstor rack; butter box with spread control; handy-jugs-two 1-qt. bottles for chilled juices; handy-bin for storing small greens, fruits, vegetables; bottlestor which holds full qt. beverage and milk bottles; other features include die-stamped anodized aluminum shelves with gold finish; twin high-humidity crisper; hermeti-cally sealed, h.p. 60 cycle single phase unit; Freon 12 refrigerant; white baked enamel cabinet. Deluxe model DG-960 has 9.6 cu.ft.

capacity; ½ cu.ft. freezer compart-ment; 3 cu.ft. frozen storage drawer; aluminum shelves; removable half shelf; twin high-humidity crispers; storage in door includes 3 roomy

aluminum shelves; removable halt shelf; twin high-humidity crispers; storage in door includes 3 roomy spaces for keeping most items in front; bottle space holds tall qt, ½-gal. and 1-gal. bottles.
Special models DV-1150, DF-960 and F-7 have 11.5, 9.6, and 6.97 cu.ft. capacities; DF-1150 and DF-960 have cross-the-top freezers with 1.3 and 1.2 cu.ft. capacities; frozen storage drawer; full length, 1-piece doors with laminated moulded phenolic liner to help insulate door; twin high humidity crispers; wire shelves.
No. F-7 has 22 lb. freezer compartment; plastic tray for meat storage; 10-pt. temperature control; automatic interior light; full-width polystyrene vegetable crisper; hermetically sealed unit.

Electrical Merchandising, Apr. 1951



KISCO Air Circulator Kisco Co., Inc., 2400-40 De Kalb St., St. Louis, 4, Mo.

Versatil-Air multi-purpose air circulator.

Selling Features: Can be used as floor model air circulator, a straight fan to deliver a direct flow of air, a reversible window fan or as a wall or bracket fan; enclosed in chrome guard with removable front guard and de-flector; mounted so that it can be tilted and locked in stand to direct air wherever desired; when in place, de-flector directs air outward in a 360 deg. area, but when removed and front guard replaced, the unit becomes a fully protected straight fan; serves as reversible window fan on window sill, exhausting but air or drawing in cool reversible window fan on window sin, exhausting hot air or drawing in cool outside air; especially suited for casement windows and eliminates installation problems; starid can be used as a hanger to convert to a wall or bracket fan; 16-in. blade; 3-speed control; 20x20½ in. overall.

Price: \$49.95. Electrical Merchandising, Apr. 1951

# FRESHAIR MANER

A line you will want to acquire, designed for best performance, good looks and to sell. Priced right. A generous assortment of sizes and types that people want. Over fifty models. All will deliver lots of air, quietly and for long years. Excellently built. You cannot tie up with a







WINDOW FAR



EXHAUST FANS



CEILING PACKAGE UNITS





LOTS OF PRACTICAL PLEASING SELLING FEATURES YOU WILL WANT TO KNOW ABOUT. Send for Literature

ATTIC FANS

SCHWITZER-CUMMINS COMPANY VENTILATING DIVISION INDIANAPOLIS 7, INDIANA ENGINEERS AND MANUFACTURERS of Fine Fans for over 30 years



#### ELECTRICAL APPLIANCE NEWS

### lew troducts



MEYNELL Range Meynell Mfg. Co., Erie, Penna.

Model: No. 520 automatic range. Solding Features: Equipped with 4 Chromalox surface units—3 standard 1250 watts and a new Hi-Speed Chromalox Rocket (left front)—a small area hot spot for fast, cool cooking; 2400 watt oven baking unit and properly 2000 watt begins in the cook of ing; 2400 watt oven baking unit and speedy 3000 watt broiling unit; appliance outlet with automatic timing if desired; automatic oven time control—clock also controls one surface unit if required; 7-heat switches for each surface unit; Hart oven thermostat; oven pilot light; 2 additional pilot lights—one for surface units and outlet, and one for automatic clock; easily removed drip pan; Fiberglas insulated, porcelain, fast heating oven; large storage space—full height compartment complete with shelf, and a utility drawer below 17x14x20 in. oven.

Electrical Merchandising, Apr. 1951



**ESKIMO Knife Sharpener** Bersted Mfg. Co., Fostoria, Ohio.

Device: Eskimo knife sharpener, No. 735.

735.
Selling Features: Sharpens all knives, large or small, hollow-ground or straight, stainless or vanadium, guide plate and knife holder position knife edge at exact angle for proper sharpening; push-type switch; brush satin finish; large rubber feet will not slide or mar table; wheel of special abrasive; heavy duty fan-cooled induction type motor for use on 110-120 volts, 50-60 cycles a.c. only; 60 watts.

Flectrical Marchandising Apr. 1951.

Electrical Merchandising, Apr. 1951



**BROIL-QUIK Broilers** Broil-Quick Inc., 2330 Fifth Ave., New York, 35, N. Y.

Device: Broil-Quick open front, infra-

Selling Features: Model A has 17 in. overall dimensions; No. B, 19 in. overall; 4-heat control unit provides well done, medium, medium rare and rare cooking; holds a 5 lb. steak or a dozen hamburgers; 1400 watt, 115 volt a.c. or d.c. square heating unit insures even broiling of all food surfaces; E-Z grip Bakelite side handles; kool-grip folding handle on broiling tray folds into broiling area when not in use; chromium finish.

Prices: Model A, \$32.95; No. B.

Model A, \$32.95; No. B,

Electrical Merchandising, Apr. 1951



MIMAR Dynafans Mimar Products Inc., 138 Spencer St., Brooklyn, 5, N. Y.

Models: Mimar Dynafans Nos. 525, 425 and 325.

Selling Features: New design features 5-blade Dynablades set in scientifically designed "wind tunnel" housing which provides more than 3800 cfm; adjusts from horizontal to vertical position, making easy control of air flow in all directions; 2-speeds; 1000 rpm; 188 watts, 115 volts, 60 cycle, a.c.; No. 525, 16-in, fan; No. 425, 12-in, and No. 325, 10-in.

Prices: No. 525, \$59.95, higher in western states.

Electrical Merchandising, Apr. 1951



LYON Kitchen Air Control Lyon Metal Products Inc., Aurora, III.

Device: Lyon kitchen air control unit. Device: Lyon kitchen air control unit. Selling Features: Consists of a cabinet placed above range; keeps kitchens cleaner and cooler by removing steam, cooking odors and greasy vapors at source; duct discharges odors to outside; air is discharged at maximum rate of approximately 350 cfm; long-life sealed motor; merely lifting hood starts blower; specially designed filter collects all grease and dirt and can be pulled out like a drawer for cleaning with hot water and soap; flexible connections prevent and soap; flexible connections prevent vibration transmission.

Electrical Merchandising Apr. 1951



Kitchen Aid
The Finest Made by That MARK

World's Largest Manufacturer of Food and Kitchen Machines

"Does everything the manufacturer claims" (we're proud of that one) . . . "We like it" . . . "It really does wash, rinse and dry thoroughly" . . . "We saw it at a friend's house and fell in love with it," (a woman naturally) . . . "It's really built" . . . "Really does a job, but it took long enough to get it" (ouch) . . . are typical.

Naturally we're proud and we think it demonstrates clearly that the Hobart quality built into *KitchenAid* is just that! The superior features pioneered in the larger Hobart Dishwashers used in hospitals, hotels and restaurants are all in *KitchenAid*.

But, as indicated by that last user comment, we've got a problem. Consumer acceptance for *KitchenAid* Automatic Home Dishwashers has so exceeded our expectations that *right now*, under present conditions, we can't build them fast enough. KitchenAid Home Dishwasher Division of The Hobart Manufacturing Co., Troy, Ohio.

# Sell EVERY Portable Prospect

in 3 Quick STEPS!

1. THE KEY

—to get things started: RCA Victor, America's leading name in radio, television and recorded music. 2. THE DEVICE

—the complete RCA Victor line. It's a realistic sell-up line priced to fit the budget of every customer . . . all superbly styled.

For the Economy-Minded
...The
BX55

BX55

America's Favorite
Portable
...The
"Globe
Trotter"

Smart, lightweight maroon plastic case with molded alligator front. Battery or AC-DC operation. Wide coverage of Standard Broadcasts. The most wanted of all portables—in smart new styling. Aluminum finish with brown plastic ends and simulated leather trim. (BX6)

Be ready to tie-in with RCA Victor's big portable campaign, "Good Company Anywhere," featuring "The Pick of the Portables."



Beautiful lightweight portable in alligator grain plastic. All the features of the BX55 including 3-way performance.

Battery-operated "Personal" radio in handsome plastic. Less than 6 inches high. Equipped with new "Built-in" antenna.

# 3. THE CLOSER

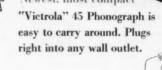


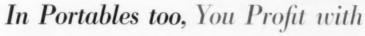
-your demonstration. Flick the set on and let customers hear the rich, full tone and powerful volume. Picture the extra fun customers can have with an RCA Victor Portable-"Good Company, Anywhere!". . . and you've got another sale!



For extra profits push RCA long-life batteries For Record Fans ... The "Victrola" 45 Personal

Newest, most compact "Victrola" 45 Phonograph is easy to carry around. Plugs right into any wall outlet.











DIVISION OF RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR HAS THE "GOLDEN THROAT" ONLY RCA VICTOR MAKES THE "VICTROLA"

"Victrola"-T.M. Reg. U.S. Pat. Off.

World Leader in Radio . . . First in Recorded Music . . . First in Television

#### Quality Leaders OF A FAST-SELLING LINE



Everything the housewife wants in a percolator! Fully automatic — just plug in and forget it! Simple to use as ordinary percolator. Dual elements start automatically; perking begins within one minute. Keeps coffee serving hot for hours! Modishly smart design. Highly polished aluminum, with black plastic handle. Two sizes - 5 and 8 Cup.

> No. 1921 - 5 Cup - \$7.50 No. 1922-8 Cup-\$8.50



#### **EMPIRE "Aristocrat" Electric Toaster**

For golden brown toast-"just the way you want it"! Smartly modern—lustrous chrome finish—flat top for keeping toast warm. Toast turns automatically by flipping doors. Extra large element. Listed Underwriters' Laboratories.

No. 769-To Retail at \$4.50

#### New EMPIRE Sandwich Toaster & Waffler

Combines beauty of design with utility. Toasts 2 large or 3 small sandwiches— fries bacon, eggs, griddle cakes—grills steaks and chops at the table. Remov-able and interchangeable waitle grids.





Retails at \$12.95



Ideal for sportsmen, mottorists, vacationists, 2
extra brilliant side light and top flood light.

Exclusive pivot base spots beam up or down, Twin switches for lighting one or both bulbs at same time. Bail and side handle. No. 870—\$4.50 Retail

Little Lady AND EMPIRE TOYS







CHICAGO
Reom 1411A Merchandise Mart

#### ELECTRICAL APPLIANCE NEWS



ADMIRAL Ranges Admiral Corp., 3800 W. Cortland St., Cnicago 47, III.

Models: 3 new models: U-1, U-2, U-3. Selling Features: Newly designed Monotube surface heating units have a special "hot-spot" high speed heating unit; counterbalanced oven-door which automatically adjusts to any position; new door handles of chromeplated steel; rotary roaster; flexo-heat control regulates degree of heat as a faucet does water; pull-button timer simplifies automatic cooking.

U-1 has single oven; U-2 has single oven plus a warmer drawer; U-3 has double ovens.

Price: U-1, \$289.95; U-2, \$349.95; U-3, \$399.95. Models: 3 new models: U-1, U-2, U-3.

Electrical Merchandising, Apr. 1951



**EMPIRE Floor Polisher** Empire Products Inc., 817 Main St., Cincinnati, O.

Device: Empire floor polisher. Selling Features: Weighs 18 lbs; 1/6 h.p., 110 volt a.c. motor provides 6-in. brush with a 600 rpm floor speed; streamlined cast aluminum housing; 2-tone baked grey enamel; handle ad-2-tone baked grey enamel; handle adjusts instantly to any position from vertical to horizontal; auto-release catch enables brush to be raised from floor and wheels engaged so that polisher may be rolled from one room to another without lifting off floor; ball bearing, V-belt drive, white rubber trimmed bumper. Price: \$49.95.

Electrical Merchandising, Apr. 1951



PFAFF Sewing Machine Pfaff Sewing Machine Corp., 39-41 Cort-landt St., New York, 7, N. Y.

Models: Pfaff sewing machine in two

new cabinet models No. 154 "Town and Country" and No. 153 "New Yorker DeLuxe".

Yorker DeLuxe". Sews with no attachments; custom-made cabinets have flush, non-snag brass leaf hinges; full length brass door hinges; flush door button lock; built-in drawers and spool holders. No. 154 available in oak and maple finish; No. 153, walnut with inlaid front.

Electrical Merchandising, Apr. 1951



KISCO Window Fan Kisco Co., Inc., 2400-40 De Kalb St., St. Louis, 4, Mo.

Device: Kisco Box-Air portable window fan designed to eliminate installation in window.

stallation in window.

Selling Features: Mounted on mobile stand, equipped with rubber casters for convenient portability; stand adjustable from 34 to 36 in high making it adaptable for use at windows of varying heights; deep-pitched, 24-in. belt driven blade; heavy duty motor; 2-speed control for controlled air movement; mobile unit enclosed in safety grill for complete protection, can be turned about for "in" or "out" circulation; gray finish. circulation; gray finish. Price: \$97.95.

Electrical Merchandising, Apr. 1951



MITCHELL Dehumidifier The Mitchell Mfg. Co., 2525 No. Cly-bourn, Chicago, III.

Sahara dehumidifier D-181, for basement laundries, utility rooms etc.

rooms etc. Selling Features: Removes from 2 to 3 gal, water (17 to 25 lbs. depending on conditions of humidity and temperature) from up to 10,000 cu. ft. of closed area in 24 hr. period; 1/8 hp. compressor operates on 115 volts, 60 cycles a.c. plugs into any outlet; no chemicals required; dehumidifying action takes place when warm are is chemicals required; dehumidilying ac-tion takes place when warm air is drawn into system, passes over cold metal coils containing Freon-12 where water vapor in air condenses, collects and drains into container or permanent drain; dried air is then returned to cir-culate through room; compact, I ft. square by 30 in. high; weighs 55 lbs. Price: \$129.95. Electrical Merchandising, Apr. 1951.

## ONLY PHILCO has it!



2 Doors

Priced Less than ever before

Revolutionary New PHILCO DUPLEX \$379 95 UP IN ZONE 1

PHILCO ELECTRIC RANGES WITH THE EXCLUSIVE

Built-In Jiffy Griddle

Like "Broil-under-Glass', it's another great ntribution to electric cooking, offered only in Philco.



ADVANCED PHILCO FREEZERS More Food in Reach

stooping Philco's exclusive sensationally popular sloping front design now available in two most wanted sizes.

8 and 121/2 cu. ft.

In one sensational refrigerator, Philco combines the two most wanted features in public demand today-Two Doors and true, honest Automatic Defrost. Yes, no defrosting anywhere in the Philco Duplex. It's fully automatic-complete-so fast, frozen foods stay frozen...no chance of thawing. And at last, a dry 2-door refrigerator which automatically removes excess moisture. All at new low prices that bring the luxury of 2-door ownership within reach of many more buyers than ever before.

OTHER NEW 1951 MODELS FROM \$20995

9, 11 and 13 cu. ft.—all with full length door. Sensational values in every size from 7 cubic feet up.

PHILCO

Tamous for Quality the World Over



#### ELECTRICAL APPLIANCE NEWS w Troducts



**REGAL Percolator** Kewaskum Utensil Co., Kewaskum, Wis.

Model: Regal "Easy Flo" automatic

Selling Features: Automatically starts "perking" and automatically keeps cof-fee at correct serving temperature; brews 4, 6, or 8 cups of perfect coffee orews 4, 6, or 8 cups of perfect coffee at a time; aluminum with black Bake-lite handle; hollow, transparent glass cover knob shows when coffee is ready to drink; scientifically designed basket for use of drip grind coffee; cup measurement graduations for easy filling at faucet; at high heat 440 watts, at low heat to keep coffee warm 40 watts. Electrical Merchandising, Apr. 1951



**UNITED Refrigerators** United Refrigerator Co. of Hudson, Wisconsin

Models: New line of United reach-in refrigerators for 1951.

retrigerators for 1951.
Selling Features: Flush fronts with recessed handles; white Dulux enamel exteriors or stainless steel fronts with matching grey Hammerloid sides; interiors have acid, grease, abrasion and chip resistant finish with stainless steel bottom pan; sizes include a self-contained 21 cu. ft. model; a 31 cu. ft. wordel either self-contributed. model either self-contained or remote; and a 42 cu. ft. model, remote only. Electrical Merchandising, Apr. 1951



SESSIONS Clock The Sessions Clock Co., Forestville, Conn.

Model: No. 494A "Ollie" novelty alarm.

Selling Features: Novelty electric alarm in form of sleepy-time owl; molded plastic case contains Sessions

quiet movement and Tru-Bel alarm that wakes gently.

Prices: No. 494A, \$5.95; and with luminous hands and numerals No. 494AL, \$6.95. Electrical Merchandising, Apr. 1951



**MENGEL Kitchen Cabinets** The Mengel Co., Louisville, 1, Ky.

Models: Complete line of wood De-Luxe base and wall cabinets from 96 in. wide with or without single or double well sink, to 18 in. units base and wall cabinets only, plus corner wall and base units and a broom cab-

inct.

Selling Features: Cabinet sizes include 96 in., 66 in. 72 in., 84 in. 60 in. wide bases which can be supplied with a single or double well sink or without a sink; when no sink is required a half-depth sink compartment shelf is supplied; 30, 24 and 18 in. base cabinets also available without sink; corner base cabinet is available with single well sink or without, and with a right or left hand hinge on door; wall cabinets to match. Features contained in base cabinets include a cutting board; sliding wood tray type shelves, 2% in deep, canister box, bread book, cutlery drawers. Broom cabinet 84 in. high has 2 compartments.

Exterior surfaces finished in 3 coats

high has 2 compartments.
Exterior surfaces finished in 3 coats of oven-baked white enamel; doors and drawers fit snug and flush and extend full width of each unit; anodized aluminum mouldings prevent tarnish; chrome-finish pulls; available with worktops of plastic or inlaid linoleum and with splashbacks of various heights; acid resisting porcelain-enameled sinks; chrome fittings; dishsprays on double-well units.

Flectrical Merchandising Apr. 1051

Electrical Merchandising, Apr. 1951



**HELM Clock** J. A. Mooney Co., 19 W. 24th St., New York, 10, N. Y.

Device: "Capt clock, No. 312. "Captains Quarters" Helm

Selling Features: A Sessions self-starting movement is incorporated in a "ship's helm" case designed in the shape of a ship's wheel; hand-cast solid metal; 13½ in. overall; available in blue and gold, black and gold, blue and silver, red and silver or black and silver. Selling Features:

Electrical Merchandising, Apr. 1951

#### MAKE WAY FOR THE BIGGEST PROFIT PACKAGE IN YOUR HISTORY!



RING FAMPAIGN Now! Sell This Complete 8 Foot

American

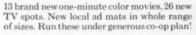
For Only \$1251 a Month

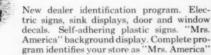
#### THE BIGGEST, HOTTEST SPRING CAMPAIGN WE'VE EVER RUN!

It's here! The biggest, money-making campaign of all! Designed for top profits under today's conditions. Now ... American Kitchens offers a complete kitchen as one package at big savings! Now everyone can afford a big, complete American Kitchen. Your customers save nearly \$30 . . . they can buy a whole kitchen . . . as easy as buying a refrigerator! And look how we support this campaign:

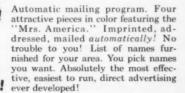


Completely different national advertising! Beautiful 4 color, 1½ page spread featuring the "Mrs. America" in Better Homes & Gardens and American Home. Millions and millions of people will see these ads!





headquarters!



Don't miss this opportunity! Sell the "Mrs. America." Get in on the profitable American Kitchens Spring Campaign today. Mail coupon at right!

AMERICAN CENTRAL AVCO



CONNERSVILLE



0

0

0

plete big kitchen...for only \$37 down...\$12.51 a month on easy F. H. A. terms.\* Your customers save money by buying the "Mrs. America" as a package, instead of individual units!

Look what you can offer at the sensational low price of \$369.95:

- Special sink! ES-54 with deluxe faucet, aerator and pushbutton spray! Three storage compart
- ments, two roomy drawers.

ericas KITCHEN

- Two 21" base cabinets. Vinyl tops in black or at slight extra cost, in red-wing red.
- Two 21" wall cabinets for extra storage space.
- Two what-not shelves to "round out" the kitchen Boost profits! "Mrs. America" brings new sales, new customers to you! Mail coupon below

\*Prices and specifications subject to change with notice: F.H.A. terms effective at time advertising w

nerican

MAKE MORE MONEY FOR YOU

DON'T MISS THIS AMAZING PROMOTION! MAIL TODAY! American Central Division, Dept. EM-4, AVCO Manufacturing Corporation, Connersville, Ind.

I'd like to get in on the American Kitchens new Spring Promotion. Please have my dis-tributor see me.

Address County\_\_\_\_ City.

# Arvin TV WISIBLE VALUE You can see the difference!



# Use these Price Leaders to bring customers running!

#### For only \$21995\*

This value-packed mahogany console!

Arvin Model 2120CM—Beautifully styled console in rich imported mahogany veneer; 12½-inch no-glare Black Tube; sunlight-sharp, rock-steady pictures; phono-jack; built-in antenna. AC operation.

\*plus tax and warranty



#### For only \$18995\*

This feature-packed mahogany table model!

Arvin Model 2121TM—1212-inch no-glare Black Tube; rock-steady pictures; Velvet Voice tone; simplest 2-knob tuning; phonojack; built-in antenna; straight AC operation for longest tube life.

\*plus tax and warranty



Other models from \$129.95\*... Prices subject to change without notice... All prices plus Federal Excise Tax and warranty... All prices slightly higher in Zone 2... All Arvin television receivers are designed for easy conversion to receive color broadcasts transmitted under established FCC standards.



#### Arvin Portables are ready!

Get the jump on the outdoor selling season!

Arvin Model 446P — Powerful! Compact! Weighs 4 lbs., complete with batteries. Handbag-shape for carrying convenience. Amazing range and tone; recessed knobs; retracting plastic handle. \$18.95 (less batteries)

ARVIN OFFERS AMERICA'S MOST

COMPLETE RADIO LINE — Prices from \$13.95 up!

Television and Radio Division, ARVIN INDUSTRIES, Inc., Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)



**EMERSON Telesets** 

#### Emerson Radio & Phono Corp., 111 Eighth Ave., New York, N. Y.

Models: 1951 line of 23 sets includes one table model and 16 console models that are new.

Selling Features: Table model 696 has Selling Features: Table model 696 has 17-in. rectangular picture tube in a mahogany veneer cabinet. Two 16-in. consoles, 684 and 685, have mahogany cabinets; No. 684 is open faced, No. 685 has doors. Four 17-in. rectangular models—686 and 687 available in mahogany or blonde; No. 686 is open faced; No. 687 has doors. Five 19-in. models—Nos. 688, 689 and 690; No. 688, has an open faced



maliogany cabinet; No. 689, mahogany console with doors; also available in blonde finish; No. 690 has mahogany console with full doors; also in blonde. Five new 20-in. rectangular picture consoles No. 692, mahogany open faced; No. 693, mahogany with doors or in blonde; No. 694 with full doors in mahogany or blonde.

Prices: From \$299.95 for table model to \$529.95 for blonde No. 694. Electrical Merchandising, Apr. 1951



AIR KING Telesets

Air King Products Co., Inc., 170 53rd St., Brooklyn, 32, N. Y.

No. 17M2 table model and No. 17C7 console.

No. 17C7 console.

Selling Features: No. 17M2, 17-in. rectangular tube model in a blond metal cabinet; chassis has 20 tubes including rectifiers with complete FM audio circuit; dual control knobs for easy tuning and picture adjustment.

No. 17C7 17-in console model has gold knobs, gold plastic nameplate and gold crown on grill cloth; built-in loop antenna; 20 tubes including 2 rectifiers; agc; complete FM audio circuit; 4 front controls; picture size approximately 150 sq. in.; 5 in. Alnico V PM speaker; mahogany cabinet.

Prices: No. 17M2, \$259.95; No. 17C7, Prices: No. 17M2, \$259.95; No. 17C7, \$299.95.

Electrical Merchandising, Apr. 1951

#### ELECTRICAL APPLIANCE NEWS

### V Tronuck

#### TELEVISION AND RADIO



CAPEHART TV Consoles Capehart-Farnsworth Corp., Fort Wayne 1, Ind.

Models: No. 335AM Berkshire; No. 320B, Spinet; No. 324AB, Californian. 320B, Spinet; No. 324AB, Californian. Selling Features: Berkshire, top of line has 20-in. rectangular tube; AM-FM radio and record changer which handles all size records at all speeds in a mahogany 18th Century cabinet. Spinet has a 17-in. rectangular tube in a bisque-finish korina wood cabinet.



Californian has a 17-in. rectangular

Electrical Merchandising, Apr. 1951



MAJESTIC TV Line

Maiestic Radio & Television Div., The Wilcox-Gay Corp., 70 Washington St., Brooklyn, 1, N. Y.

Models: 19 new Majestic TV sets. Selling Features: 3 table models No. 70, 72 and 73 have 17-in. picture tubes;



No. 70, price leader of line has luggage finish cabinet with plastic front. No. 72 mahogany No. 73 limed oak. Ten console models—8 have 17-in.

No. 72 mahogany No. 73 limed oak. Ten console models—8 have 17-in. picture tubes and 2 have 19-in. tubes. No. 712, companion price leader to No. 70, has mahogany wood cabinet with upper plastic face. No. 700, open faced mahogany cabinet; No. 701 korina blonde mahogany; No. 1710, mahogany with 2/3 doors; No. 717, mahogany with 2/3 doors; No. 717 mahogany Modern; No. 1720, mahogany Traditional with full doors; No. 1721 blonde Traditional, full doors, No. 1721 blonde Traditional, full doors, No. 1721 blonde Traditional, full doors in mahogany and blonde respectively.

Four combination TV-AM-FM-phono models—7PR12 and 7PR13 in Traditional cabinets with full doors in mahogany and blonde respectively.

PR8 and 9PR9, 19-in. models in Traditional, full door cabinets in mahogany and blonde.

Two 19 in. TV-phono combination consoles with full doors Nos. 9P4 and 9P5 in mahogany and blonde.

Prices: From \$23.995 to \$62.95.

Electrical Merchandising, Apr. 1951

Electrical Merchandising, Apr. 1951



MATTISON Telesets Mattison Television and Radio Corp., 893 Broadway, New York City

Model: "Quadrille" TV console. Model: "Quadrille" TV console.

Selling Features: Available with 17or 19-in. rectangular picture; Mattison 630 Silver Rocket chassis with
front focus control; keyed AGC;
phono jack; large supersensitive
speaker; no visible hardware; bleached
mahogany cabinet; also available in
mahogany or other special finishes.

Other models in line include console
im Modern, English Regency, French
Provincial and several Chinese motifs.

Electrical Merchandising, Apr. 1951



VIDEOLUX Teleset Video Corp. of America, 229 W. 28th St., New York City, N. Y.

Device: Videolux C-20 TV console. Selling Features: Uses the latest improved RCA 630 type chassis in a Chinese Pagoda custom-built cabinet. Frice: \$740.

Electrical Merchandising, Apr. 1951



G-E Clock-Radio

#### General Electric Co., Electronics Park, Syracuse, N. Y.

Device: No. 535 G-E clock radio Device: No. 535 G-E clock radio.
Selling Features: 5-tube plus rectifier radio with RF amplifier G-E alarm clock face and radio dial have large easy-to-read numbers with luminous coating which makes it possible to see dial in dark; fawn colored plastic control knobs; deep cordovan plastic cabinet; both faces are surrounded by a highly-polished brass rim; slatted panel grill located in center of cabinet.

Pairon. 30 95 Price: \$39.95.

Electrical Merchandising, Apr. 1951



SUN RADIO-Phone

Sun Radio & Electronics Co., Inc., 122-124 Duane St., New York, 7, N. Y.

Portable, self-contained 3speed phono.

speed phono.

Selling Features: Housed in tan, leatherette luggage-type case; 8-in. British Hi-Fi speaker and British-designed amplifier; Garrard 3-speed automatic record changer; inverse feedback, low distortion and low hum level; combined bass and treble control permits tone compensation for individual taste; Astatic LQ-D widerange crystal pickup on standard model; second model slightly higher equipped with a G-E RPX-050 triple play cartridge and built-in G-E UPX-003 preamplifier; 110 volts, 60 cycles a.c.; also available for operation on 50 cycles a.c.; also available for operation on 50 cycles a.c.

Electrical Merchandising, Apr. 1951



**AUDIO-MASTER Playback Machine** 

Audio-Master Co., 341 Madison Ave., New York, 17, N. Y.

Device: Redesigned transcription playback machine.

back machine. Selling Features: Portable, light-weight; plays all speeds and all size records from 7 to 17½ in., and all kinds of discs; 4-tube high gain amplifier; detachable 8 in. loud speaker with 10-ft. cord; twist crystal cartridge fitted with 2 permanent needles; special jack has been implemented into set for use of microphone; earphones can also be used if desired. Price: \$69.50.

Electrical Merchandising, Apr. 1951.

# Two Great Products — Two — ONE

# EUREKA ... FAMOUS NAME IN

Most people know something about Eureka Cleaners. Young women of today grew up in homes where mother, even grandmother, used a Eureka, and thousands of early models are still rendering dependable service.

Eureka Dealers today, with far more efficient models, find it easy to "talk" Eureka Cleaners to most people—find people's confidence in Eureka quality and performance an important sales influence. That's why most Eureka dealers retain their franchises year after year—why their special promotions are uniformly successful in building record sales and profits.

#### SENSATIONAL SALES STORY MAKES PROMOTION ADS CLICK

An exciting sales story is more important than price. The Eureka S-250, featured in promotion ads as the "3 in 1" Wonder Cleaner, with power-driven floor polisher and above-the-floor cleaning tools, produces sensational sales at \$100.00 each.

Example! In Springfield, Ohio, 2 small ads run a week apart produced 19 sales of which 16 were from \$84.95 to \$106.90.

Eureka ads pack one objective. Get business for the dealer-and get it quick.

#### PROFIT OPPORTUNITY!

Everything you need for a successful operation: the finest of all upright cleaners in the sensational Automatic Model S-250

—2 beautiful tanks priced to meet market requirements—aggressive, powerful promotion-type advertising and a name that means something for a fast, profitable turnover.



Super-powered, all-steel, no bog to empty, and complete set of cleaning tools

PAGE 142

**EUREKA** 

S-250 AUTOMATIC

**NEW MODEL** 

"600"

TANK

der Pricad.

THE THREE GREAT NEW EUREKAS

A Complete

**Cleaner Department** 

Three New Eureka Cleaners, that's all you need . .

and you're in business! Low cost inventory—het merchandise—quick sales—big profits.







a New Kind of Cleaner

# Great Markets... FAMOUS NAM



The DISPOS-O-MATIC offers unlimited profits in a rich, new untouched market ... a plus feature in the Eureka Franchise! After years of research and engineering, Eureka has again provided a product that's far ahead of the field in performance...a worthy team-mate that meets the high standards of the famous Eureka Cleaners and Williams Oil Heating Equipment.

#### STARTLING FACTS OF THE MARKET

Only 1.9% of the wired homes have waste-food disposers—and almost everybody is a prospect for this marvelous new device (Elec. Merch., Jan. 1951). There's a wealth of sales and profits for the aggressive dealer who includes a Eureka Dispos-O-Matic with each new sink installation, each kitchen modernizing job, or goes after separate disposer sales with effective store and home demonstrations. Quantity sales to home builders, who include a disposer as standard equipment, offer still another great profit opportunity.

#### AMAZING PERFORMANCE!

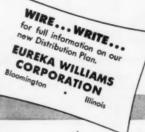
Tested and proved over the past 6 years, the Eureka Dispos-O-Matic's exclusive "Hammer-Mill" grinding action is definitely the most effective—and simplest method for disposing of waste-food in a hurry. Also, the powerful "Hammer-Mill" impellers build up sufficient water pressure to force clear passage of waste-food down the drain. This is most important. Thousands of installations emphasize Eureka's outstanding performance.











EUREKA

Waste-tood DISPOS-O-MATIC

### Your PROSPECTS are sold... How about YOU!



AMERICA & SOUTHERN CORP. 1000 Sixth Ave., South

#### ELECTRICAL APPLIANCE NEWS

# ew Troducts



CAPEHART Radio-Phonos Capehart-Farnsworth Corp., Fort Wayne 1, Ind.

Models: No. 1008M, Chippendale and No. 101B, Futura.

Solling Fautures: Chippendale has 11-tube, AM-FM radio; built-in antenna; bass and treble wide range tone con-trols; 12-in. special high-fidelity speaker; variable reluctance pickup and plays all sizes of records at all

speeds,
Futura No. 1010B presented for first time in bisque-finish korina in a con-temporary modern cabinet.

Electrical Merchandising, Apr. 1951.



Tube-Koat—a new fast-drying conductive coating for recoating outside of TV tubes has been perfected by General Cement Mig. Co., 919 Taylor Ave., Rockford, Ill. For repairing outer coating of TV tubes that are

pecling or have become scratched during repair, and for coating inner part of TV cabinets to prevent high voltage leaks and static discharge.

Radion Corp. of Chicago announces a Suburban TV antenna No. 2G10 de-signed for "out-a-ways" TV up to 25-miles distance; all steel construction; baked enamel finish; comes with uni-versal mounting brackets for window, roof or attic. Price \$9.95



DYNAVOX Record Player Dynavox Corp., 40-50 21st Street, Long Island, N. Y.

Device: Dynavox No. 931 3-speed portable record player.

Selling Features: Plays all 3 speeds Setting Features: Plays all 3 species; 110 volt, 60 cycle a.c.; new 3-tube high gain amplifier; variable tone and volume control; 5-in. PM speaker with 1.47 oz. Alnico V magnet; twist-arm high fidelity crystal pick-up with 2 needles—for standard and L.P. records; chuck for 45 rpm records; com-pact case covered in 2-tone DuPont Fabricoid with leather handle and brass trim

Price: \$39.95. Electrical Merchandising, Apr. 1951



"Standard TV Booster" No. B-51 is announced by Standard Coil Products Co., Inc., 2329 N Pulaski Rd., Chicago 39, Ill. Consists of a single stage pramplifier featuring continuous 1-knob tuning with no switching from high to low bands; high gains in all channels with low noise factor and use of printed circuits are features; dark brown playing expired.



Masco Super Skychief TV booster, a new 2-stage TV booster has been announced by Mark Simpson Mfg. Co., 32-28 49th St., Long Island City, N. Y. Provides good sound and picture reception in fringe TV areas where station's signal strength is reduced by distance, obstructions or other natural conditions of area; in "off" position booster permits the set to operate through its direct connection to antenna without booster action; a pilot light and switch as well as receptacle for TV sets ac., plug; has 8 tuned circuits and full 4½ me band width. Price \$75.55

A Decor-Antenna, announced by J. H. Rasmussen & Co., Merchandise Mart, Chicago, Ill—consists of a flower pot insulated porcelain base with extended antenna rods seated in turning sockets for easy orientation; new design provides solid connections and eliminates picture flutter; available in 2 shades of green, yellow, or black and maroon. Price \$5.95.

#### TV BRIEFS



The House of Television, Inc., New York City has announced a new "Reactivator" to restore brightness to TV picture tubes which have lost their operating efficiency; 105-115 volt 50-60 cycle a.c.; pocket-size; tube removal from cabinet or chassis is unnecessary; hammertone gray case; weighs 3 lbs. Price \$17.95.

# A STATEMENT OF POLICY TO TV DEALERS AND SERVICEMEN

#### about

# Raytheon Television 1-year parts warranty

The established price for Raytheon TV includes a Factory Warranty. This assures the customer that after he's purchased the set, the factory will furnish all parts and tubes, including picture tube, necessary to keep the set in repair for one full year . . . and at no extra cost to him.

A Raytheon TV Warranty Registration form is filled out only at the time of installation by the dealer or installing company. This is for the customer's protection . . . it insures him a full year's warranty. The one year

period starts from the time the warranty registration card is received at the factory. At this time, an acknowledgement card is returned to the set owner, telling him his Raytheon TV warranty registration card has been received and his 1-year parts warranty is in operation.

This has always been our policy and we shall continue to adhere to it. Our distributors are kept fully stocked with replacement parts to insure quick delivery. There's no red tape . . . no time lost.

#### Parts on out-of-warranty Raytheon TV sets

Raytheon distributors and Belmont maintain a stock of parts on out-of-warranty Raytheon sets. These parts are available to dealers and servicing organizations at low cost.

#### Raytheon standards and quality control

Raytheon maintains and will continue to maintain its same high manufacturing standards and strict quality control to assure top performance and minimum servicing operations.

For further information, see your Raytheon distributor

IT PAYS TO SELL



#### THE CONSTELLATION

Model C-2006 — huge 20" rectangular TV in a smart, hand-rubbed mahogany cabinet.

BELMONT RADIO CORPORATION, 5921 W. Dickens Ave., Chicago 39, Illinois
Subsidiary of RAYTHEON MANUFACTURING CO.









## A SMASH-HIT . . .

WAXES and

POLISHES

FLOORS



All-purpose **ELECTRIC** FLOOR **POLISHER** 

and Family Work-Aid

FURNITURE 2500000 RUFFS SANDS DRILLS

Wonderful to give and won-derful to own . . . a truly welcome worksaver for the whole family! And a mar-velous value at this price!

Makes floors . . . wood or linoleum . . . . gleam like new quickly and easily . . with a big 9" bristle brush for beautiful polishes in a jiffy! Remove the brush and long beatly and Partie. handle and Presto!

Now you have a sturdy, hand power-unit that makes other hard jobs easy . . . a real man Friday for the man of the house! A complete set of Shetland attachments \$2.95 for these jobs: polishing furniture, polishing or simonizing cars, drilling and sanding.



partment, Hardware and Electrical Appli ance Stores. THE SHETLAND CO., INC

FLO.OR POLISHE

\$2.95



# Spring Sales

#### SENSATIONALLY PRICED ...

A terrific value that people will buy and buy! A top quality, much needed item at a price that's a REAL STAND-OUT!

Spring housecleaning . . MOTHER'S DAY . . . May and June Weddings . . . all spell sales, sales and MORE sales for Shetland and profits for you.

Has Good Housekeeping Seal of Approval and the approval of the Underwriters' Laboratory.

All kinds of promotional material to help you sell! Envelope stuffers, display cards, mats of hard-punching dealer ads. Hop on the Shetland bandwagon NOW! It's really going places this spring!



#### JUST A FEW OF THE HUNDREDS OF STORES THAT HAVE PROMOTED SHETLAND . . . (formerly Signal)

Abraham & Straus - R. H. Macy - Gimbel's - Lud-Baumann - Jordan Marsh Co. - Hecht Co. -J. L. Hudson - LaSalle & Koch — Stix, Baer & Fuller — Famous Barr — Bamberger's - Marshall Field — The May Co. — Thal-himers — Striplings — Hale's Appliance Stores — Joske's - Sanger Bros. -Eastern Columbia — Carson, Pirie, Scott - Scarbrough & Sons - H. S. 8 Co. - Rike-Pogue

SEE YOUR DISTRIBUTOR NOW or write for information

#### THE SHETLAND COMPANY. INC.

69 BENNETT STREET, LYNN, MASSACHUSETTS

#### **NEW EQUIPMENT for your BUSINESS**



LYON Steel-Wood Shelving Lyon Metal Products Inc., Aurora, III.

Device: Complete line of adjustable steel-wood shelving.

steel-wood shelving.

Features: For use in shops, stockrooms, etc; adjustable steel-wood
shelving combines sturdiness, strength
and safety; steel uprights support
hard wood shelves so that no bolts are
used; pressed steel clip attaches each
shelf to upright, giving maximum adjustability available in 3 ft. widths, 1
or 1½ ft. deep and 7 ft. high; easy to
install

Electrical Merchandising, Apr. 1951



LIMA Utility Grinder The Lima Electric Motor Co., Lima, Ohio

Device: Deluxe 6 in. utility grinder. Features: For use in tool rooms, workshops etc; dynamically balanced rotors; adjustable tool rests; fast-grinding, long-wearing abrasive wheels; off-on toggle switch in base; wheels; on-on toggle switch in base; cast iron base; it hp., 3450 rpm motor; single phase, a.c., 60 cycle; also available for 2 or 3 phase a.c. 220 volt operation; available in red or gray finish.

Electrical Merchandising, Apr. 1951



**GRAND Shop Caddy** Allied Mfg. & Sales Co., 4700 Rice St., Chicago, 51, III.

Device: "Shop Caddy" hydraulic lift. Device: "Shop Caddy hydraulic lift. Features: Hydraulic lift built into a standard size hand truck; barrels, boxes, castings and heavy material can easily be lifted as high as 54 in.; lifts material from floor to work table, loading trucks, stacking warehouse stocks also useful as ordinary heavy duty hand truck; hydraulic mechanism outy and truck; flygraune mechanism consists of lever operated ram con-nected to lift pallet by means of chain and sprocket; each stroke of lever lifts pallet about 1½ in.; foot pedal controls lowering of load; mold on rubber aluminum wheels.

Electrical Merchandising, Apr. 1951



MOBILIFT Fork Lift Truck Mobilift Corp., 1135 S. W. Yamhill St., Portland, 5, Ore.

Device: New Mobilift "Tier-Master" fork lift truck with telescoping uprights low enough to enter motor truck van body.

truck van body. Features: Only 72 in. high with mast lowered, but will lift 117 in. from floor-to-forks; overall height of mast extended is 142 in.; designed to tier 3 pallets high and still easily move in and out of trucks, through low doors and other restricted elegence. and out of trucks, through low doors and other restricted clearance areas without transferring loads from one fork truck to another; roller chain lift mechanism allows unobstructed view between uprights and lifts at speed of more than 45 ft. per min.; Lev-R-Matic drive controls allow forward or back operation at push or pull of single lever; stand-up type, 2000 lb. capacity Fork Lift Truck with outside turning radius of 57 in. and a zero inside turning radius; powered by 3 cylinder air-cooled gas operated Mobilift engine.

Electrical Merchandising, Apr. 1951

Electrical Merchandising, Apr. 1951



LENNAN Flashlight Lennan Products Inc., 231 W. Olive Ave., Burbank, Calif.

Device: 2 and 3-celled rubber flashlights.

ngms.

Features: Breakproof, waterproof and damage-proof; can be focused for wide beam or spotlight; A2 2-celled and A-3 3-celled models; lights are complete with focusing bulb (less batteries).

Electrical Merchandising, Apr. 1951

#### Crawford, Credit Plan Pioneer, Retires from Commercial Credit

William H. Crawford, a pioneer in the development of time sales financing plans in the appliance field, has retired as vice-president of the Commercial Credit Corp. He had spent 15 years in merchandising posts with a utility and as an appliance distribu-tor and for the last 19 years has been with Commercial.

#### Ronayne Named Manager Of Better Light Bureau

John H. Ronayne, who has been acting manager of the Better Light Better Sight Bureau for the past year, has been made manager of the organization. He has been with EEI since 1940 and in his new job succeeds Glen R. Trumbull who retired in

# with the greatest newspaper campaign in history on

# NESCO Electric Roaster-Ovens!

Big ¼ page ad like this appears in these 55 leading Newspapers

April 24th

#### HERE ARE THE NEWSPAPERS:

Atlanta Constitution Atlanta Journal Baltimore Sun Boston Herald Boston Traveler Buffalo News Charlotte Observer Chicago News Cincinnati Times-Star Cleveland Press Columbus Dispatch Dallas Times Herald Denver Post Des Moines Register Des Moines Tribune Detroit News Ft. Worth Star-Telegram Grand Rapids Press Hartford Times Houston Chronicle Indianapolis Star Indianapolis News Kansas City Star Kansas City Times Los Angeles Times Louisville Courier Journal Louisville Times

Memphis Commercial Appeal
Memphis Press Scimitar
Milwaukee Journal
Minneapolis Star
Minneapolis Star
Minneapolis Tribune
Nashville Banner
Nashville Tennessean
New York World Telegram & Sun
Norfolk Ledger Dispatch
Norfolk Virginian Pilot
Oklahoma City Oklahoman
Oklahoma City Oklahoman
Oklahoma City Times
Omaha World-Herald
Philadelphia Bulletin
Pittsburgh Press
Portland Journal
Salt Lake City Tribune
San Francisco Call-Bulletin
St. Louis Post-Dispatch
St. Paul Dispatch
St. Paul Pioneer Press
Seartle Times
Syracuse Herald Journal
Syracuse Post Standard
Washington Star

Many other newspapers will carry similar ads.

Wichita Beacon

#### More Coming!

Ads in this great Nesco campaign will continue to appear in the same papers the last Tuesday of each month. Tie in every time! See your Nesco salesman about running YOUR ad in the same issue of the paper in your city!

Tell your prospects WHERE to buy with your own tie-in ad! Your Nesco salesman has ready-to-run mats...just take your choice! Contact him today!

N. MICHIGAN AVE. CHICAGO 1, ILL.



New York Regional Sales Office: 200 Fifth Avenue, New York



"When day is done, so is dinner!"



"I can serve in a defense plant, yet serve my family hot, hearty dinners, with the help of my

NESCO Electric Roaster Oven"

fic



Exclusive BUILT-IN TIME CLOCK enables this Nesco Roaster-Oven to cook dinner automatically while you're at work!

Imagine it! The minute you step through the door in the evening, a hearty, delicious dinner is ready to serve your eager family! Almost like having a maid!

The secret is this amazing 20-qt. Nesco Roaster-Oven. Before you start out for work, you simply put your uncooked dinner in it, set the thermostat, and set the time clock to turn the current on and off at the proper times. The Nesco "takes it from there"...cooks the meal to perfection while you work!





YOU CAN STILL BUY A NESCO ELECTRIC BOASTER-OVEN AT MOST REPOTRICAL PLALES AND DEPARTMENT STORES. ORDER YOURS TYDEAT! Other Nesco products Recercifed birchenwises, getrenized were, behing and household linwere, "Plie-Poil"



## FOR bigger SALES



FASCO FLOOR FANS

#### Here's why they sell:

- They're Beautiful—Eye-appealing, with modern design and handsome finish.
- They're Clean—FASCO's exclusive solid base keeps floor dust out of the breeze.
- They're Safe—Guards and careful design protect children
- They're Rugged—All metal construction, die-cast legs, heavy duty motor.
- They're Quiet—Silent blades; resilient mounted motor doesn't interfere with radio or TV.
- They're Effective—Power-plus motor, deep-pitched blades, plus scientific design. All the air in the room moves . . . without a draft.

#### ALWAYS FAST SELLERS ...

FASCO Oscillating Fans—Unbeatable values, beautifully styled, precision made—and priced to sell. Available in seven models—10", 12", and 16" blade sizes. Pedestal models tool

FASCO - the featured line of better merchants.

WRITE TODAY FOR FULL DETAILS AND PRICES!

FASCO Industries, Inc.

#### THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 10-

freezer use and featuring combination refrigerators and freezers. Both manufacturers and distributors, however, were well represented at both events.

Market Weeks Well Attended. Pacific Coast Market weeks lag behind those of the East and Middle West and hence found manufac-turers and buyers more conscious of shortages and restrictions. ance has been above normal throughout and displays looked normal enough. Visitors from distant areas were perhaps a little more in evidence, as even east coast buyers explored the possibilities of obtaining delivery from Western manu-facturers. Hawaii celebrated its facturers. Hawaii celebrated its Market Week in late January, fea-Market Week in late January, fea-turing housewares, with an attend-ance of about 750. This area is trying to build itself up as the buying center for the Pacific and invitations were sent as far away as Australia, Guam and other Pa-cific points. Overall buying at the San Francisco mart is said to have been from 10 to 30 percent above that of last summer, but some exhibitors complained that "there were an awful lot of lookers". Manufacturers seemed sanguine about normal deliveries through April and many saw their way clear through the first half of the year.

San Diego Reports on Prospects. According to speakers at the recent winter convention held by the San Diego Bureau of Home Appliances, satisfactory substitutes are already being found to take care of many of the shortages. Latest outlook for radio and television was said to be, "an abundant supply throughout 1951". Refrigerators and freezers were promised "in reasonable quantity", with perhaps some substitute materials, which, however, "must

perform as well as present materials". Electric ranges were expected to be produced at 78 percent of 1950 rates during the first six months of the year, water heaters at 70 percent. After that, defense and civilian production will progress side by side, producing "possibly more electric ranges than we can sell", said one manufacturer. Housewares, though probably reduced in quantity as compared with 1949, are scheduled to be produced at a rate at least as high as 2½ times that of 1940. Dishwashers and kitchens are still being produced and are in the stage where real selling will bring excellent returns. Automatic washers which cannot use substitute materials may suffer cuts after the first six months of the year. Real opportunity was reported in electric sewing machines.

Not Second World War II. Dealers were urged to keep in mind the possibility of adding other lines if needed to keep up volume and to increase service activities. They should begin to build up their service stocks of hard-to-get parts and should consider the possibility of hiring women for selling jobs as men are drafted or seek higher paying defense jobs.

In general the warning is given that dealers should not figure their future too closely in terms of World War II experience. Defense preparations at their present stage do not call for complete sacrifice of civilian requirements, but on the other hand, may last a long time. As the picture develops, present restrictions may be considerably relaxed or tightened. "Flexibility and a readiness to meet any demands the future may bring with a reasonably thought-out plan are the the needs of the moment in the appliance business.

#### Open Market Display



R. H. TAYLOR, president of the Florence Stove Co. officially opens the Florence display in the Southern Furniture Exposition Bldg. in High Point, N. C. From left to right are C. P. Connally, Jr., southeastern division manager, C. F. Lucas, vice-president in charge of sales, Taylor, R. G. Johnson, sales promotion manager and R. H. Nolan, southeastern division sales promotion manager.

#### Finest Buy in the Land . . . on Every Count!

## NEW 1951 CHEVROLET

Advance-Design

### **TRUCKS**

These new 1951 Chevrolet trucks are tops in value. They're tough and rugged. They're loaded to the brim with power. They're thrifty... move massive loads... handle like no other truck. Chevrolet's latest haulers have 51's finest new features, too. Features like new, super-effective brakes that are extra-safe and easy to operate. Features like Chevrolet's Dual-Shoe parking brake, Chevrolet's new Ventipanes and new cab seats that bring you comfort with a capital "C." Visit your Chevrolet dealer and look over these great new trucks. You'll find the right truck for your job!

CHEVROLET MOTOR DIVISION, General Motors Corporation
DETROIT 2. MICHIGAN



#### **ADVANCE-DESIGN TRUCK FEATURES**

TWO GREAT VALVE-IN-HEAD ENGINES—the 105-h.p. Loadmaster or the 92-h.p. Thrift-master—to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR—for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH—for easy-action engagement • SYNCHROMESH TRANSMISSIONS—for fast, smooth

shifting • HYPOID REAR AXLES—for dependability and long life • NEW TORQUE-ACTION BRAKES—for light-duty models • PROVED DEPENDABLE DOUBLE-ARTICU-LATED BRAKES—for medium-duty models • NEW TWIN-ACTION REAR BRAKES—for heavy-duty models • NEW DUAL-SHOE PARKING BRAKE—for greater holding ability

on heavy-duty models • NEW CAB SEATS
—for complete riding comfort • NEW
VENTIPANES—for improved cab ventilation •
WIDE-BASE WHEELS—for increased tire mileage
• BALL-TYPE STEERING—for easier handling • UNIT-DESIGN BODIES—for greater load
protection • ADVANCE-DESIGN STYLING—for
increased comfort and modern appearence.



# APPLIANCE DEALERS

The Saturday Evening Post's new appliance item promotion service now goes to the nation's thousand top electrical distributors



-gets to the



Rey Line Club News

March 19, 1951

POST is out to keep things perking for you with this new Key Line Club News. We're compiling live wire tips that will make hot promotions for you...sizzling suggestions for your salesmen to pass vance planning of POST ads, so you can get the most out of your Key Lines:

WIZARD OF OZ-ONE. Smartie you can use yourself -- or pass on to anical wizard device to let car. W. Y. auto can use mechigged up wire to mat placed

Here's the latest Post merchandising aid! It goes to the nation's leading electrical distributors. It gives them advance notice of every appliance ad to run in the Post. It spotlights successful appliance merchandising ideas. It shows how appliance stores can sell more goods. And it arrives at your distributors early. They have plenty of time to get in touch with you and help you make plans for item promotions tying in with Post ads. If you haven't heard from them already, get in touch with them. Find out the whole story on how the Key Line Club News can help you boost your sales.

They're
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recording ---

etc. " Get

pcustomers

heart of America



PUT HER TO WORK FOR YOU DURING

#### TAPPAN NATIONAL DISPLAY WEEK

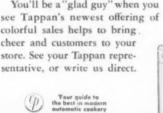
March 31-April 9

- The Tappan "Glad Girl" will be greeting more than 20,000,000 American homemakers in the April issues of their favorite magazines-
- BETTER HOMES AND GARDENS SUNSET
- · LADIES' HOME JOURNAL
- · SUCCESSEUL FARMING
- WOMAN'S HOME COMPANION FARM JOURNAL
  - THE SATURDAY EVENING POST (March 31)

Put this Tappan "Glad Girl" to work for you! Tie in with Tappan's continuous advertising program and National Display Week-and keep up the progress!

The Tappan "Glad Girl" promotion is an expression of Tappan's faith in 1951. Tappan continues its all-time big advertising program. Because, even in the midst of emergency, it is the responsibility of all of us to keep the trade channels of distribution open, active and doing their part to support the national economy.

You'll be a "glad guy" when you see Tappan's newest offering of colorful sales helps to bring cheer and customers to your store. See your Tappan repre-





The Tappan Stove Company · Mansfield, Ohio

For 70 years the makers of fine ranges



S. E. LAUER, right, president of York Corp. gets a helping hand from W. P. Finch of Johansen & Anderson, Joliet, III., in unveiling York's new 1/2 h.p. room air conditioner

#### York Shows 1/2 H. P. Air Conditioner

The firm's first 1 hp. room air conditioner was unveiled before 150 Middle West dealers and distributors of the York Corp., in Chicago, on Febru-Price was not quoted.

The impression gained from the con-ference is that York, long in the heavy industry field, is turning more and more toward home equipment. The corporation, founded 76 years ago to produce water wheels, is today one of the leading factors in the air conditioning market.

. E. Lauer, president, pointed out that the company was carrying an inventory of 25,000 room air conditioners against a 17,000 inventory the preceding year. The firm's experi-ence in World War II, he said, is proving valuable at the present moment between normal and wartime.

The corporation is optimistic about doing a normal amount of civilian business with its 1,500 retail outlets. Big point of the meeting was to indoctrinate representatives with the idea of covering every prospect regardless of the times. York, as of president and general sales manager, and John S. Garceau, advertising director and sales promotion manager.

February 2, was still getting 80 per-

cent of its proper allowance, and exec-

utives talked to believed that the economy is going to be 18 percent for defense and 82 percent for civilians.

York does the majority of its business

in package goods, producing some \$60 million worth of air conditioning equipment each year. Featured at the

meeting was the experience of Shelby-

Skipworth Corp., Memphis, Tenn., a firm which had 92 York air condition-

ers on hand in August, and had sold

thém all by December, and in off

to Lauer, were W. A. Landmesser, sales manager, Dean Seitz, assistant sales manager, J. R. Hertzler, vice-

Speakers at the meeting, in addition

season, ordered 45 more.

#### Magnavox Ready for Both Military, Civil Demands

"It is highly possible that we can maintain and improve our present standard of living and uphold our present levels of income, and still produce to satisfy military requirements in full," Frank Freimann, president of the Magnavox Co. told district sales managers recently at a three day meeting in Ft. Wayne.

"We probably will be working in a part military and part civilian economy for the next several years. But industry in general and Magnavox in particular is ready for the long tough grind in which anything can happen,

Freimann told the sales managers that the company is in a far better position as to components now than it was three to five months ago. He that sales for the year June 30 could exceed \$50 million, about 60 percent more than the preceding year. He also told the representatives that work is underway on a 35,000 foot plant addition in Fort Wayne and that a \$400,000 expansion program in the Greeneville, Tenn., plant is nearly completed.

Other speakers included Stewart Roberts, director of merchandising who conducted the meetings, Lauren K. Hagaman, director of advertising and public relations, Theodore W. Buchter, John Grayson and R. J. Yeranko.

#### **Anniversary Congratulations**



HERBERT A. BELL, founder-president of Packard-Bell, is congratulated by A. J. Gock, right, chairman of the board of the Bank of America, during Los Angeles showing of Packard-Bell's twenty-fifth anniversary line.

THE INCOMPARABLE

# Capehart GIVES YOU

## 4 OPPORTUNITIES TO MAKE MORE SALES

Finest cabinetry offered today distinguished Lee Stone designs, heirloom quality cabinets.

Richer, clearer pictures from the famous CX-33 chassis

The world famous Capehart Symphonic-Tone System for true timbre tone

Priced realistically so that more can enjoy the finest

Yes, it's four-ways easier to sell the world's finest instrument for home entertainment. That's because Capehart is its own best salesman. Its sharper, brighter pictures ... its superb sound demonstrate at once its technical superiority. Its handsome cabinetry fairly shouts quality. Its remarkably reasonable price invites on-the-spot buying. For quicker and more lasting sales put Capehart through its paces every time. It's the sure way to build business...gain profit-winning success!



Chippendale styling at its very best.
Deeply paneled doors fold against sides 17-inch rectangular tube for pictures of photographic quality. Famed Capehart Symphonic-Tone System.



The CAPEHART "Numbucket"

Smart, clean modern styling in rich
dark mahogany veneer. Big 16-inch
rectangular tube gives full-picture
to edge of screen. True-timbre Capehart Symphonic-Tone System.



New CX-33 Chassis

Produces sharpest, clearest, steadiest picture
yet attained. Establishes new standards of performance. Gives new service-free operation,



CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation



Phoenix • Los Angeles • Lubbock & Dallas, Texas

#### Domestic Wins Fashion Academy Award



**DODGE BARNUM**, president of Domestic Sewing Machine Co., holds the Fashion Academy's gold medal award for 1951 after presentation by Emil Alvin Hartman, second from left, director of the Academy. At left is S. P. McChesney, director of advertising and sales promotion. At right is William Priesmeyer, account executive for Fuller & Smith & Ross.

#### Watts of RCA Named Aide To DPA Chief Harrison

W. Walter Watts, vice-president in charge of the engineering products department of the RCA Victor division of Radio Corp. of America, has been granted a leave of absence to serve as assistant to Defense Production Administrator William H. Harrison.

Watts will be chairman of DPA's production executive committee through which over-all coordination and direction of defense production will be exercised by the DPA administrator. The committee will be composed of representatives from government agencies with operating responsibility in the defense production program.

in the defense production program.

Watts has been with RCA since 1945; during World War II he served under Harrison, who was then in charge of Signal Corps procurement.

#### Sales May Be Big Shortage In '51, Crawford Warns

Short of total war "there is a good chance that we can build as many units as you can sell and install this year." T. A. Crawford, general manager of the Timken Silent Automatic division of Timken-Detroit Axle Co.

told dealers attending three business management forums held recently by the company.

Crawford told the dealers that Timken is more concerned about the retailers' ability to keep up with factory production than over possible manufacturing obstacles. He said that sales may "be the big shortage of 1951" and also said that difficulty in obtaining scarce installation materials might restrict dealer volume.

He promised the dealers that Timken will increase the factory support behind its 93-model line of oil, gas and coal-fired equipment during 1951 and pointed out that the firm was stepping up its advertising schedule, expanding its factory sales force and sponsoring new sales campaigns.

#### Chadwick, Perfection President For 22 Years, Retires at 76

L. S. Chadwick, president and chairman of the board of Perfection Stove Co. since 1922, has announced his retirement to the board. He joined the firm in 1912 as consulting engineer, was elected to the board of directors in 1917 and became president five years later. Before coming to Perfection he headed his own works, the Chadwick Engineering Works in Child Philadelphia. He is 76 years old.

#### It's a Gift

Last year the electric housewares industry had a billion dollar market by the tail. Now they're reaching for a good grip on all of it with a long-range campaign best described by its own motto: "Give Electric Housewares—first choice for every gift occasion."

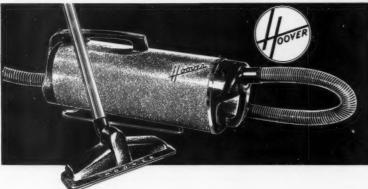
But how big is this gift market at which the industry is shooting? How do dealers tie in with the NEMA campaign? Can an emphasis on gifts really level out the seasonal bumps in small appliance sales? What is the experience of dealers who have gone after the gift market in the past?

All the answers, of course, are neatly gift-wrapped for you in a special section in the May issue of

ELECTRICAL MERCHANDISING

# For '51 and the years to come...

Now is the time to sell Hoover



In times like these, people are turning more and more to the dependable, quality products they know will see them through the long, long term.

They are less inclined to "put off" getting the things they want. They are buying now—and thinking of present purchases in the future tense.

Thus, times being what they are, Hoover Cleaners are claiming an ever-widening area of consumer interest and desire.

With a broad-scale national advertising campaign feeding that interest—created to talk to readers in their own language, using their own words—now is the time to sell Hoover.

You have probably already seen some of the advertisements in this campaign in Life, Saturday Evening Post or one of the four leading home service magazines (Good Housekeeping, Better Homes and Gardens, Today's Woman and Living for Young Homemakers), which ready a combined audience of 180,800,000 magazine readers this spring.

A large part of this is your local audience, and each national ad urges readers to find the leading store in their own communities that sells Hoover Cleaners. Identify yourself to them as their local Authorized Hoover Dealer.

#### THE HOOVER COMPANY

North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England



(Above) It beats, as it sweeps, as it cleans—the famous Triple-Action Hoover. Illustrated, Model 29, \$87.95. Cleaning tools in handy kit, \$19.95. Other Hoover Triple-Action models starting at \$59.95.

(Left) Cleans by powerful suction—the new Hoover AERO-DYNE with "controlled suction" cleaning principle. Illustrated, Model 51, with exclusive "Litter Gitter" nozzle and Dirt Ejector. \$84.95, complete with cleaning tools in handy kit. Hoover AERO-DYNE Model 41 with Disposable Dirt Bag and cleaning tools, \$69.95.

Prices slightly higher in Canada

#### Here are the facts that help sell Hoovers

- 43 years of manufacture-oldest and largest.
- More than 9,000,000 Hoovers already sold.
- More Hoovers in use today than any other make.
- 48% of Hoover sales made on direct recommendation of Hoover users.
- · Most complete line of cleaners in the industry.
- · Most complete service facilities in the industry.
- · Sold exclusively through leading local stores.
- Top cleaning efficiency . . . proved by independent laboratory tests.
- · Purchase terms as liberal as government regulations permit.

You'll be happier with a **Hoover**...and now is the time to sell it

## Uncertainty Marks Western Winter Market

People and products formed patterns at the Western Winter Market held February 5 through 9 in San Francisco's Western Merchandise Mart. Dealers and buyers from the eleven western states, Alaska, Hawaii and the Philippines met in an atmosphere of present plenty and possible future famine, bewildered by recently imposed controls, cheered by current high sales and large inventories, depressed by guesses of what might happen before the Western Summer Markets opening July 16. But most visitors had been through even worse conditions before, so they met friends, studied new products, complained about allocations, and otherwise looked as they usually do, as these photos from Electrical MERCHANDISING'S camera show.



**COLOR** in the Apex line of washers attracts the attention of Albert Balekian of Josephine Furniture, Fresno, and S. A. Ceruti, assistant division manager for Apex.



**PITCH** on freezers is given dealer Ben Aker of Valley Home, Calif., by Rene Gentis of Kaemper-Barrett Co., San Francisco distributor for Amana.



THE WESTERN winter market had its share of cheesecake. Doing her bit for Westinghouse in Elaine Doyle, who pins a promotional button on Mel Hennock of Westinghouse.



MORE CHEESECAKE at Hotpoint's exhibit where Beverly McCormick gives a fan to H. N. Sigvartsen (Dohrmann-Commercial) and B. O. Macomber (Hahn's, Oakland) as L. I. Sweetland of Hotpoint watches.



SHOWING OFF a Deepfreeze refrigerator are Robert Harnisch, left, western regional manager and Ralph Larsen, sales manager for Frank Edwards Co. Listening are G. E. Thomas and L. W. Zimmerman.



WEST COAST produced Kaye-Halbert sets are shown George Klor, Macey's Jewelers, San Francisco, by Louis Rief of Western Radio Supply, K-H distributors.



FOUR IN ONE "wall-aire" holds the attention of Joe J. Aiello, Pittsburg, Calif., and W. F. Sturch, Sacramento. At left is Don Leonard.



**ONE HOME ECONOMIST** tells another: Lorraine Beneke of McCormick & Co. demonstrates a New Home open arm portable to Ann Cook.

## Never before has there been anything like



Other features of the "Wonder Oven" Range include Cook-Master Oven Clock Control; 5-Speed Radiantube Units; Lifetime Porcelain inside and out; and many others.

#### Look here it's two ovens!

You have two separate ovens to use when the movable Divider heating-unit is in the center position. When upper oven is used for broiling, porcelain-finished door slides out of the Divider and drops down in front, completely closing the lower cree.





#### Now − it's one big oven!

Simply move the Divider to its bottom position and you now have one big oven that is twice as large. Holds a 30-pound turkey—or two pies, a large casserole, and a dozen baked potatoes, all at the same time!

# Frigidaire Electric Ranges

# Frigidaire's amazing, new "Wonder Oven" Range!

**Biggest news** in electric range history is coming from Frigidaire! It's the exclusive "Wonder Oven" Range that bakes and broils at the same time — in the same oven!

Only Frigidaire has this tremendous sales-making advantage —a sales "plus" that places Frigidaire Dealers even farther out front in the electric range business.

Frigidaire's new "Worder Oven" Range adds two models to the range line which already contains such best sellers as the De Luxe, double-oven model, the 40-inch, single-oven model, the two "Thrifty-30's," and the compact, apartment-size model.

**Now, more than ever,** Frigidaire's one great line meets *all* electric range needs!



Frigidaire's "Thrifty-30" Range

Last year's popularity winner has been further improved for '51-! Only 30' wide, and sensationally low-priced, it has the biggest oven of any household range and many features of much more costly ranges!



Can you find the clue...



...to quality? × marks the spot...



#### Yes! a PHILLIPS SCREW



AMERICAN SCREW » SLAKE & JOHNSON » CAMCAR SCREW » CENTRAL SCREW » CONTINIDATAL SCREW » GEAT LAKES SCREW » M. M. MARPER » MATIONAL LOCK » PARKER-KALON « PHESCL » PROCKPORD SCREW » SCOVILL» SHAKEFROPT INC. » SOUTHNISTON HOWE. » WALKE-BEECH

## Round Table Discusses Care And Repair of Appliances

Service in anticipation of shortages is subject of February EWRT Workshop

In anticipation of an appliance shortage which we may soon be faced with, the Electrical Women's Round Table of New York devoted its entire February Workshop to the subject of 'Care and Repair of Existing Appliances', covering it from the educational, utility, manufacturing and department store levels. Edith Ramsay, home equipment editor of American Home was chairman; and Lois Payne, director Home Service Div., Westchester Lighting Co., was co-chairman.

Citing examples of appliance users she has encountered in her work at Ohio State who were abusing their equipment and consequently not getting the desired performance, because they never had had adequate instructions on how to use it, Dr. Elaine Knowles Weaver, associate professor of home economics, Ohio State University, in her talk "What Every Woman Should Know About Her Appliances," outlined five basic rules that should be followed to help consumers get the most out of their equipment:

most out of their equipment:

1. "Speak the Appliance Language.
This means the user should be taught basic principles of operation, and should have impressed upon her the need to carefully read manufacturers' literature and follow instructions given therein. It also means that salesmen should not be permitted to oversell an appliance's performance capacity with exaggerated claims.

2. "Cleanliness Is Next To Godliness. Many appliances such as vacuum cleaners, ranges, mixers and irons which need to be cleaned occasionally are often discarded by users as bad investments because of accumulated dirt in working parts. This is caused by lack of proper instructions in use and care when the equipment was purchased. Servicemen report that a large percent of their service calls are caused because a cleaner bag has never been emptied; a range oven has never been cleaned of spillovers, etc.

3. "Compatible Associates. The user should be taught that no appliance is an entity by itself—for satisfactory performance, for instance, a range needs the right cooking utensils to do a good job. An automatic washer must have plenty of hot water, a suitable detergent, a load made up of a suitable combination of clothes, and it must not be overloaded. In other words, the efficiency of most appliances is equivalent only to the efficiency of the person using them.

4. "Work Capacity Unlimited. Most

4. "Work Capacity Unlimited. Most appliances have more capacity and flexibility in use than is accredited to them. This is particularly true of electric housewares—waffle irons, grills, broilers, roasters, deep fryers. A user should be encouraged to maintain an inquisitive mind concerning her equipment, and using her home as a laboratory should do some research on her own to find new and additional ways to make her appliances work for her.

her.
5. "Compatible Surroundings. Sometimes the appliance user becomes the appliance's slave. Frequently, the location of the appliances is at fault refrigerators on the back porch, etc. Since each appliance is a part of some task, planning for its location is important, and should include a unit with adequate work space and provision for tools related to it."

Irene L. Muntz, home service director, Rochester Gas & Electric Co., in her talk "What the Utility Can Do In the Way of Service" outlined the important job a utility home service department has in its community, in maintaining satisfied customers.

Speaking of her own company's plans for the present emergency, she said: "The aim of our program is to help release our customers in this time of national emergency from time and energy consuming jobs at home so that homemakers can take jobs outside the home as their contribution to the defense effort.

"If the homemaker is to realize the full potentialities of time, energy and money saving that equipment will give her, she must be educated in its use, how to make it work for her, and she must also be made to realize that there are certain obligations on her part in using that equipment which entails keeping it clean and in repair. This is an educational job that must be done, and is one to the advantage of the service policy of a utility.

"To help meet this need the RG&E Co. has planned more than 60 talks in one county alone on laundry problems, frozen foods and good light-

Another important phase of utility service covered by Miss Muntz included the importance of the home call. "It serves three purposes," she said. "It's educational, it does a re-selling job on the equipment, and it saves unnecessary service calls."

A home service girl who has been taught how to test and adjust a refrigerator door that is not sealing

(Continued on page 160)

#### Tools for Indians



FATHER Paulinas Grosskopf, OFM, who has been doing vocational guidance work with Indian children in upper Wisconsin, is given a set of four "Ski!" home shop tools by Tommy Bartlett, emcee of the "Welcome Travelers" program. Bartlett made the presentation after Father Grosskopf appeared on the radio show and described his attempts to establish a woodcraft shop on the Indian reservation.

# Bata Homes Berving more than 3,500,000 families April 1951 • 25¢ In Canada 35¢ and Gardens

Want BIG results?

# BH&G has 3½-million selected appliance prospects!



Better Homes & Gardens is one of the 3 BIGGEST man-woman magazines—but, more important to you, it's ESPECIALLY BIG in buyers of what you sell!

BHG is BIG in major appliance needs!

7 out of 10 families building new homes read BH&G. Are there any better prospects for major appliances?

BHG is BIG in all appliance needs!

Most BH&G families own bigger-than-average homes and do lots of entertaining. What a fertile field for *all* laborsaving devices!

BHGis BIG in buying ability!

BH&G's 3½-million selected families have bigger-

than-average incomes—and so are better able to buy—regardless of restrictions. That's the keynote to many sales, these days!

So it's easy to see what a big boost to your selling efforts a campaign in BH&G can be. It presells today's best appliance prospects—and can keep them sold for tomorrow!

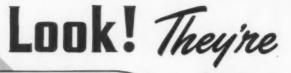
Beller Homes

Serving a SCREENED MARKET of 31/2-Million Better Families

MEREDITH PUBLISHING COMPANY, Des Moines, lowe

#### Round Table

CONTINUED FROM PAGE 158 -





WITH

for 51

Something to talk about-something to demonstrate -something to win that coy cash from customers, no matter how reluctant-that's Sentinel for 1951. NEW, improved circuits mean (1) better pictures, (2) better sound and (3) truly life-like fidelity with complete picture stability.

Put Sentinel side by side with ANY other make, demonstrate it in direct competition and Sentinel will win your sale for you 4 times in 5. Ask your distributor for PROOF-or write Sentinel-TODAY!

The Livest, Most Natural Pictures in All Television!

12 Lively Moving Models Blanket Your Market Jully!

del 429-TVM Model 429-TVB

Model 431-CVB Colorfast Kerine Model 431-CVM

# Sentinel

SENTINEL RADIO AND TELEVISION



**Evanston** • Illinois

properly, for instance, can absorb the headaches and expenses of many a service call, according to Miss Muntz.

James Bissett, manager, electric re-pair department R. H. Macy, New York, in his talk, "A Repairman's Viewpoint", demonstrated how some minor repairs in appliances, cords and plugs can be done by home service girls and in many instances can be taught to the housewife.

He also gave some simple suggestions for finding the actual cause when an appliance fails to work, such as checking the fuse; always having extra fuses on hand; what to look for when a waffle iron fails to heat or when waffles stick; etc. "Knowing such sim-ple remedies," said Mr. Bissett, "increases a customer's confidence in her equipment, and at Macy's the service

job is never considered complete until

the customer's confidence has been restored."

Robert S. Geran, technical manager, Kelvinator Div., Nash-Kelvinator Corp., discussed "A Manufacturer's Viewpoint on Major Appliance Service". "The satisfied user does not just occur," he said. "He or she is the end product of a series of factors such as guidance toward the selection of the proper model for the customer's needs; the initial sales story must be free of impossible and untrue claims: delivery and installation must be satisfactory to the customer; the customer must know how to properly use the product and what to expect from it; and any service which may become necessary must be rendered promptly, efficiently and courteously.

"Service training programs by the manufacturer are directed toward improvement and delivery and product service by the dealer or his service agent. These programs cover all but one big factor—training the user to care for and use her appliance properly. Here the home economists can render invaluable service to the homemakers and to the industry. This training is hardest for the manufacturer to participate in, yet it is of

paramount importance to him in pro-ducing satisfied users."

Mr. Geran listed eleven suggestions entitled "General Advice" to be given to consumers, which will help prevent "avoidable" service problems and increase user satisfaction, such as thoroughly reading instruction booklets; care of knobs, dials, handles, cranks and similar devices on an appliance; when placing a call for service give proper model number, installation date and have an adequate explanation of the difficulty. This may save money and time." He also listed some im-portant pointers on refrigerator, range and freezer use.

#### Westinghouse "Tuff Guy" Club Sponsors Monthly Recipe Contest

Westinghouse's electric range department has launched the most in-tensive "Tuff Guy club" promotion in its history. The club has one aim: to teach range salesmen to cook so they can be on a par with the customer when she asks questions about electric

Highlight of this year's promotional program will be a series of monthly "favorite recipe" contests.

# THESE Grand FEATURES

SELL Grand

**GAS RANGES!** 

No other gas range offers so many convenience features as Grand.

And at least two of them—the most important—are exclusive with Grand! These are the selling points that tell with any housewife, because they're planned to make her kitchen work lighter, cooler and easier.





#### VBIG BAKE OVEN

Full 18" wide. Heats up fast because the heat stays in – thick Fiberglas insulation sees to that! Automatic heat control. And the sides and bottom lift right out for easy cleaning!



#### VUNIQUE CHARCOL-ATOR

Exclusive ceramic element cooks with infra-red rays, gives the luscious flavor of charcoal cooking. Roasts meat and poul-ry as superbly as it broils! And the whole inside lifts out for in-the-sink cleaning!



#### THE Exclusive SAFE-TEE-KEE

Shuts off the gas supply so that burners cannot be accidentally lighted. A "must" in any home with young children. Winner of a well-known national safety award.

Grand

All this—and more besides! Divided cooking top, two big utensil drawers, fluorescent lamp, electric clock with 3-1/2 hour interval timer, appliance outlet. They're all Grand features—and they sell Grand Gas Ranges!

For full details, address

# home appliance company

2323 East 67th Street • Cleveland 4, Ohio





#### #5103 REVUE

New AM table radio, the last word in listening pleasure! 5-tube superheterodyne including rectifier, ALNICO 5" speaker, built-in high-gain antenna, automatic tone and volume control, AC/DC. Superbly styled cabinet in burn-proof, stain-proof, lustrous Blonde FORMICA.

Also available in Walnut #5102 PREVUE.



3-speed portable radio-phono combination—luxury at a low price! Plays all records, all sizes. ALNICO 5" speaker; tone arm with twist cartridge. 5-tube superheterodyne radio, with built-in antenna. Ultra-smart luggage-type case with saddle stitching.



- TOPS in streamlined styling
- TOPS in engineering achievement
- TOPS in value, in profits
- and available for immediate delivery

Write for comprehensive illustrated catalog

RADIOS
PHONOGRAPHS
RADIO-PHONO
COMBINATIONS
CHILDREN'S
PHONOGRAPHS

STEELMAN Phonograph & Radio Co., Inc.

12-30 Anderson Place, Mt. Vernon, N. Y.



JUSTIFIABLY PROUD of their new food kitchens and appliance test rooms are McCall's editors, left to right: Elizabeth Sweeney Herbert, household equipment editor; Otis L. Wiese, editor and publisher; Camille Davied, executive editor; and Helen McCully, food editor.

#### McCall's Opens Kitchens, Test Rooms

With Mrs. Eleanor Roosevelt as one of the hostesses, McCall's Magazine recently opened a new suite of food kitchens and appliance test rooms at 230 Park Ave., New York City.

The new test rooms, air conditioned

The new test rooms, air conditioned throughout, cover a total of 51.34 sq. ft., and include nine kitchens—four for food testing, where every recipe which appears in the magazine is prepared and tested under the supervision of Helen McCully, food editor; and five for appliance testing, where household equipment editor Mrs. Elizabeth Sweeney Herbert and her staff conduct tests on the latest electric household appliances, detergents, fabrics and up-to-date kitchen and laundry tools.

To construct these test rooms, special electrical power lines were brought into the building from the New York Central tracks beneath the building.

The products of 280 national manufacturers are represented, and according to Otis Lee Wiese, editor and publisher, the new kitchens will serve two purposes. First, testing of foods and appliances which appear editorially in McCall's. Second, testing of new

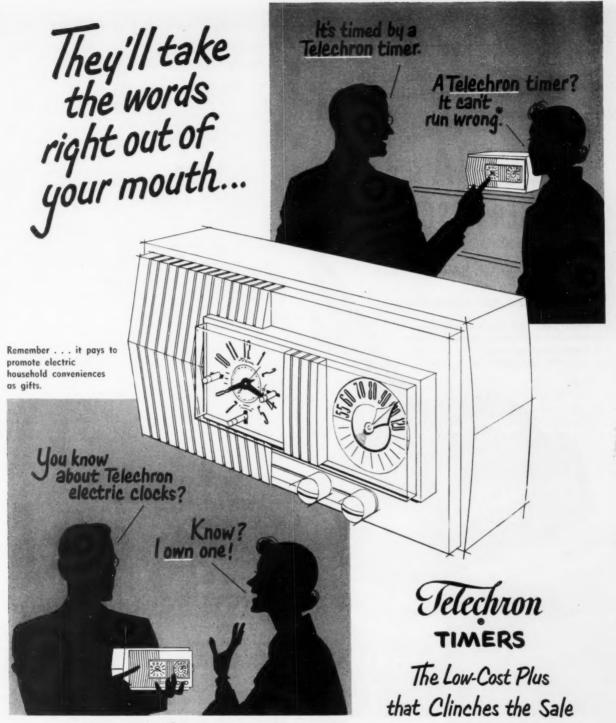


MRS. ELEANOR ROOSEVELT, herself a hostess at the McCall's Test Kitchens opening, takes time out for a freezer demonstration from home equipment editor Herbert.

food products and of major appliances, electric housewares, utensils and housekeeping supplies for manufacturers. Confidential reports are submitted to manufacturers on these tests.



**SHIRLEY GLEASON DEMONSTRATES** to an interested audience. Laundry and housecleaning appliance testing, as well as editorial work connected with these appliances, is done in this huge room where the latest in automatic washers, ironers, dryers, irons and cleaners is to be found. A model laundry and a model storage closet are other features.



### ... and that will clinch the sale

Oral: Customers do recognize the Telechron name with pleasure. Cash in on the enthusiasm of more than 10 million owners of Telechron electric clocks . . . and those influenced by widespread Telechron advertising. Push clock radios equipped with Telechron timers. Non-competitive with TV, these convenient radios turn themselves on and off automatically . . . act as alarm clocks, lull owners to sleep with music. help brew coffee, are wonderful servants to have around.

TELECHRON INC., 124 MAIN STREET, ASHLAND, MASS. A GENERAL ELECTRIC AFFILIATE.



#### START YOUR PROMOTION NOW!

THIS SPRING YOU'RE BACKED BY THE BIGGEST TWO-MONTH NATIONAL CAMPAIGN IN THE HISTORY OF THE



125,000,000 READERSHIP!

LIFE - SATURDAY EVENING POST - LOOK - LADIES' HOME JOURNAL
GOOD HOUSEKEEPING - AMERICAN HOME - BETTER HOMES & GARDENS
HOUSE BEAUTHFUL - WOMAN'S DAY - LIVING FOR YOUNG HOMEMAKERS
COUNTRY GENTLEMAN - FARM JOURNAL - SUMSET MAGAZINE



America's No. 1
Polisher and Scrubber

\$6450

Same Low Price
From Coast to Coast

#### THE REGINA CORPORATION

Rahway 2, New Jersey

Please send:

Name and address of distributor for my territory 
Regina Polisher dealer helps

STORE NAME

ADDRESS

CITY AND ZONE

ZONE S

SIGNED

Also producers of Industrial Twin-Brush Floor Machines

#### Appliances in the Magazines

#### WOMEN'S SERVICE GROUP

#### Woman's Home Companion

"Three Rooms in One," by Bernice Strawn—Companion, April—a modern laundry room located upstairs where laundry collects can be converted into a sewing room or a guest room.

"Keep Them Shining"—how to keep pots, pans and other utensils bright and clean.

#### Good Housekeeping

"Look What Happened to a Country Kitchen," by Helen W. Kendall—Good Housekeeping, April—a country kitchen remodeled under Good Housekeeping's direction has an electric range, refrigerator and automatic dishwasher, and includes housewares such as the mixer, coffee maker, toaster, waffle iron, with special emphasis on double outlets for using these housewares.

"Spring Cleaning," by Lee Chapman top to bottom housecleaning jobs using the vacuum cleaner, floor polisher and other electric equipment.

#### Mc Call's

"The Ideal Couple," by Elizabeth Sweeney Herbert—Me Call's, April—an electric range, and refrigerator-freezer serves as an ideal domestic couple in a modern home.

"How to Clean," by Eleanor Cook—a vacuum cleaner pictorial fable.

#### Ladies Home Journal

"Friendship Kitchen," by Gladys Taber — Journal, April—an electric kitchen complete with latest in cabinet innovations plus a range, refrigerator, dishwasher-sink, toaster, radio, mixer and ventilator.

#### Parents'

"We Analyzed Before we Modernized," by Joe and Alice Morris— Parents', March—result: their new kitchen is a complete success. "Proper Lighting for Tele-Viewing," by Myrtle Falisbender—9 rules for good TV lighting.

#### True Story

"10 Short Cuts to Spring Cleaning," by Esther Foley—True Story, April—includes the vacuum cleaner, washer and polisher.

#### Today's Woman

"A Kitchen Equipped to Save Time," by Ruth Gaffney—Today's Woman, April—four pages demonstrating the many time saving advantages of an all-electric kitchen.

"For Quick Thorough Cleaning" how to keep the house polished and immaculate with modern cleaners on the market.

#### Household

"Your Ironer Works—You Relax," by Dahy B. Barnett—*Household*, March—ironers take the fatigue out of ironing.

#### HOME SERVICE GROUP

#### American Home

"What's New in Electric Ranges," by Edith Ramsay—American Home, April—a review of 1951 range features. "Get a Head Start on Monday," by Eleanor Lee Jones—planning a workable, practical basement laundry center, with before-and-after pictures.

"Practically Perfect—Perfectly Practical," by Edith Ramsay—American Home, March—a well-planned kitchen with refrigerator, range and dishwasher-sink.

"How to Make A Lamp," by Dorothy Lambert Trumm.

#### Better Homes & Gardens

"This Kitchen Works—with Charm," by Elizabeth Gilrain—Better Homes, March—a combination kitchen-laundry with automatic equipment.

"Cabinet Space at Your Fingertips," by Doris Adams—convenient kitchen cabinet storage ideas

cabinet storage ideas. "Planned by a Man Who Knows His Kitchens," by Virginia Mahoney—another combination kitchen-laundry designed by an architect who likes to cook.

"How to Expand Your Home Workshop," by Bob Jones and Hi Sibley it pays to have a master plan to guide your shop growth.
"Sewing Centers That Disappear," by

"Sewing Centers That Disappear," by Pauline Graves—they can be set up for sewing, or stored in wall when not in use.

#### House Beautiful

"Cooking Can Be Fun If you Organize Your Living," by Charlotte Conway—House Beautiful, March; also "What You Keep On Hand is Key to Your Leisure" and "Finger-tip Controls for Luxury"—3 articles in 10 pages showing various arrangements in Hotpoint House, Plandome Mills, N. Y. "How to Keep Your Power Mower Happy"—a fractional feature.

#### House & Garden

"This Kitchen Has a Cooking Island"
—House & Garden, March—3rd in a series on Kitchens with Character.

#### FARM GROUP

#### Country Gentleman

"Cook The Deep Well Way," by Jean Phillips—Country Gentleman, April—20 ways to use the deepwell cooker in an electric range.

#### Successful Farming

"Even Men Say 'Cooking's A Snap' With Electric Appliances," by Joan Kelleman—Successful Farming, March—men, too, enjoy trying out electric housewares.

"A Little Care Prevents Refrigerator Blues"—an 8-point refrigerator care program.

#### Farm Journal

"A Storage Wall For Your Sewing Center"—Farm Journal, March—two sewing centers planned by Purdue University and Farm Bureau of Washington County, Iowa.
"Ideas For Easier Washday"—ideas

"Ideas For Easier Washday"—ideas worked out by various farm women throughout the country include a portable ironer and a hide-away washer.

#### Progressive Farmer

"Sweep No More, My Lady"—by Oris Cantrell—Progressive Farmer, March—how to get the most out of cleaners by using all the attachments. (Continued on page 166)



√ Step Up Spring Sales by building counter and window displays around this eye-catching article in the big April COMPANION.

√ "Three Rooms in One"—a brand-new idea for more comfortable living. This article turns the spotlight on a combination laundry, sewing and guest room-designed throughout to give maximum service and to look its best. Electric appliances include: sewing machine,

blanket, and automatic washer, dryer and ironer.

✓ All over the country retailers are learning that sales increase when they display merchandise advertised in the COMPANION. But what about you? Is your store taking full advantage of this important fact? Check carefully the line-up of COMPANION advertisers (listed at right).

Average Circulation: More than 4,000,000

Week . . . is scheduled this year for April 28 - May 5. Increase your sales with tie-in promotions

#### ALREADY PRE-SOLD FOR YOU!

goods. Pick out the Electrical

Cadillac Vacuum Cleaners

Casco Heating Pad Domestic Sewmachines

Farberware Automatic Percolator Robot

Frigidaire

General Electric Automatic Dishwasher

General Electric Steam & Dry Iron

General Electric Visualizer Iron

General Electric Washers & Ironers

General Mills Automatic Toaster

General Mills Steam Ironing Attachment

General Mills Tru-heat

Lewyt Vacuum Cleaner

Necchi Sewing Machine

Pfaff Sewing Machine

Presto Vapor-Steam Iron

Servel Refrigerator

Sunbeam Mixmaster

Sunbeam Waffle Baker

Universal Coffeematic

Universal Stroke-Say-r Iron

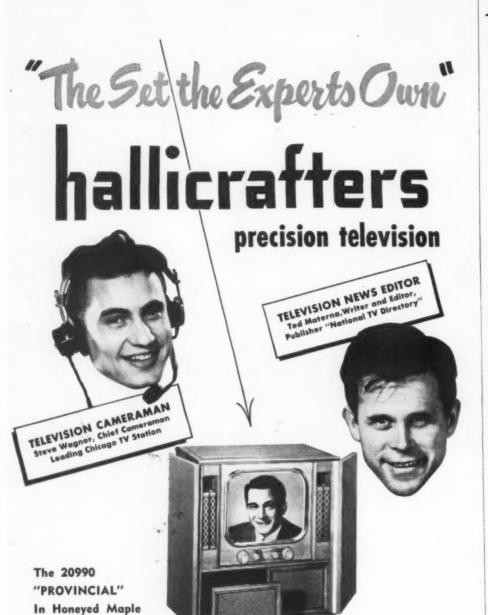
Walker Heating Pads

Westinghouse Clothes Dryer

White Sewing Machines

Youngstown Kitchens Automatic Dishwasher

Youngstown Kitchens **Electric Sink** 



the ONLY set with the \$2,000,000 dynamic tunes



WORLD'S LEADING MANUFACTURERS OF PRECISION RADIO & TELEVISION - CHICAGO 24, ILLINOIS

#### Appliances in the Magazines

-CONTINUED FROM PAGE 164-

#### GROCERY CHAIN GROUP

Family Circle

"New Appliances Made Over Mrs. Anger's Kitchen," by Jessie Bakker—Family Circle, March—they inspired this Chicago homemaker to rearrange and redecogate her entire kitchen. "Good Coffee Automatically," by Ruth West—automatic coffee brewers take the guess out of making good coffee. "Monday's Ironing Day In Minneapolis, says Mrs. Hoffert," by Ethel Hall—this woman has a new laundry schedule.

#### HOME ECONOMICS GROUP

Forecast

"Operation Dishwashing," by Beatrice Mabry—Forecast, March—old and new ways of dishwashing.

#### **Practical Home Economics**

"Fashions on TV," by Helen Shelly— Practical Home Ec, February—Traphagen experiments with a new medium. "Laundry Lesson," by Ethel W. Wyllie—how one Compton, Calif., high school teaches use of automatic laundry equipment. "What to Do About Hard Water," by

Lois Cook,

#### What's New in Home Economics

"Today's Problems Demand Streamlined Housekeeping Techniques," by Amber C. Ludwig—What's New, March—includes vacuuming, wax techniques, etc.

#### No Compulsory Disposers For Los Angeles Homes

A proposed ordinance to make installation of garbage disposer units compulsory in the City of Los Angeles was turned down recently by the city council, after it was demonstrated by the city engineer and city waste disposal expert that such installation would entail additional sewer pipes and sewage treatment plants which would cost the city \$6,475,000 above the \$21,000,000 cost of the expanded relief and interceptor sewers already planned. The proposal would have called for wholesale purchase of the units by the city and resale to home and commercial unit owners.

and commercial unit owners.

There are now 660,172 dwellings and 4,750 commercial establishments served by the city's garbage collection service, and a 100 percent installation at \$75 for a home unit and \$200 for a commercial unit would have cost the citizens more than \$50,462,000. Questions were also raised as to the availability of so many appliances at this time. Some doubt was also expressed as to the legality of the Jasper, Ind., provision which makes purchase of disposal units "voluntary", but suspends city garbage collection service after a given date.

Normal use of disposal units pur-

Normal use of disposal units purchased through regular channels in the Los Angeles area is increasing and is expected to stand at from 30 to 50 percent by 1970.

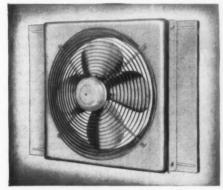
## R&M fans for '51 ...the top-quality Line that's sure to sell out!

You know that, today, the money you put into top-grade goods is the safest investment you can make. And these Robbins & Myers Fans for 1951 are the best we've ever turned out. In performance, in styling, in price range—they're sure to be snapped up quickly.

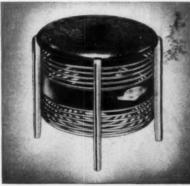
Yet despite the known demand for these fans, they are nonetheless being backed with promotion effort galore. National advertising, animated displays, window streamers, consumer folders, newspaper mats—all will be working to give you a completely profitable fan season.

But don't wait. Order early. Call your R & M Fan distributor now. If you'd like us to send you his name, write: Robbins & Myers, Inc., Fan Division, 387 South Front Street, Memphis 2, Tennessee.

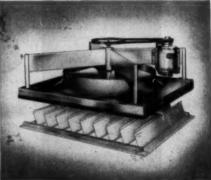




18" and 22" Window Fans Electrically reversible—the flip of a switch forces air in or out. Two speeds on both intake and exhaust. Adjustable mounting panels fit any window: (up to 35" wide for 18" fan; up to 39" for 22" fan). Only a screwdriver needed to install. Four blades, direct-connected. 18" size delivers 2500 cubic feet of air per minute; 22" size, 3400. Ivory enamel with silver-finish grille. Guaranteed one year. 18" size, \$59.95; 22" model, \$79.95, retail.



"Breeze-All" Floor Fan Durable, mottled-mahogany plastic top and metal band. Chromium-plated legs and grille. Safe from top, bottom, sides. Delivers a whopping 3500 cubic feet of air per minute. Doubles as extra seat or table. Extra-low-cost operation. Three speeds, 12" blades, and really quiet. Guaranteed five years. \$49.95, retail.



"Package" Aftic Fan Complete home cooling system—no trap-door, grille, or suction-box to buy. Easy to install. Ideal for low attics and all standard hallways. Rubber-mounted, sound-insulated. Changes air once every minute in average house. Factory-lubricated, sealed ball bearings. Baked enamel (ivory) on shutter and trim. Four sizes with air deliveries from 4750 to 9700 CFM. From \$149.50, retail.



"Quiet" Fan — Wide-blade, powerful oscillator at a popular price.
One-piece, soft-rubber hub assures smooth, quiet operation.
Balanced aluminum blades. Sturdy pressed steel motor body.
Durable sable-brown finish. Mounts on wall easily. All the luxury features of much more expensive fans. Guaranteed one year.
10" size, single speed, \$17.45; 12" model,
2-speed, \$24.95; 16" size, 3-speed, \$43.95, retail.

"Quiet De Luxe" Fan—New gunmetal-enamel finish.
Die-cast body and base. Oscillating mechanism fully enclosed.
Delivers up to 1700 cubic feet of air per minute.
Guaranteed 5 years. In 12" and 16" blades.
Three speeds. 12" model, \$43.95; 16" size, \$52.95, retail.

ROBBINS & MYERS

fans for 1951

# Rapidayton's JET PUMP LINE!

RAPIDAYTON's new Jet Pumps are designed and built for trouble-free performance and long service life. All models have one basic design and can be adapted for shallow or deep well service simply and easily. A wide range of sizes provides the right model for every type of installation. Send the coupon below for details.

VERTICAL JET PUMPS—
RAPIDAYION'S complete line includes vertical pumps for both deep and shallow well service. Sizes range from ½ hip. up to and including 1½ hp. Supplied with any size tank.



HORIZONTAL JET PUMPS—RAPIDATION'S horizontal jet pumps range in size from 1/4 h.p. to 1 h.p. inclusive, with models suited for either deep or shallow well service.



RAPIDAYTON "PACK-AGE SYSTEMS"—The new RAPIDAYTON line features harizontal jet pumps for both deep and shallow well service—with pump mounted on a horizontal tank when a "package system" is required.



THE DAYTON PUMP & MFG. COMPANY

Dept. EM, 500 Webster St., Dayton, Ohio

Please send me complete details and prices on the new RAPIDAYTON Line of Jet Pumps.

ADDRESS.

STATE\_

#### Joins Staff



HENRY J. CAREY has joined the business staff of ELECTRICAL MER-CHANDISING as sales promotion manager. He was formerly with National Advertising Service and prior to that was assistant to the business manager of COSMOPOLITAN and assistant to the publisher of AMERICAN DRUGGIST.

#### Telegraph Shopping Service To Begin Operation in May

A unique "shop by telegram" service will make its bow in early May. Known as Telegift, the new service makes it possible to order and pay for gifts by wire. One hundred and thirty-one department stores in as many cities have agreed to participate in the plan, which will make use of the facilities of 3400 Western Union telegraph offices.

Telegift will offer nationally branded products in a variety of gift fields, including electric appliances, toiletries, candy and smoking accessories. The gifts will be described in Telegift advertising and in catalogues available at Western Union and in the stores. The purchaser pays only for the telegram and the gift. Telegift, Inc., with offices in New York, will bill the purchaser for the gift while the telegram cost will appear on the purchaser's phone bill.

Telegift officials said last month

Telegift officials said last month that electric housewares would definitely be offered as gift selections under their service but they were unable at that time to identify the particular brands and appliances that will be included.

#### Viking Issues Coupons For Co-op Ad Credits

Streamlined accounting procedures have enabled the Viking Air Conditioning Corp. to cut the cost of its dealer cooperative advertising program and as a result substantially increase advertising allowances to dealers.

Key to the new system is a coupon redeemable by dealers toward local cooperative advertising. The coupon, according to Viking officials, takes the place of a costly bookkeeping system which would otherwise be necessary to keep track of advertising credits and debits. The firm pays the dealer up to one half of the space or time cost if the dealer attaches ad coupons equal to or exceeding one-half of the cost.

The coupons may also be used to purchase a four-color display.

#### A Stockholder Takes Hold

"Like many another small investor, John J. Smith, a 38-year-old accountant, thought he had a winning stock. It was Sparks-Withington Co. (Sparton radio and TV sets), right in his own home town of Jackson, Mich. Three years ago Smith bought 500 shares at \$5.50 a share, kept adding to his holdings until he had 2,200. Then he sat back and waited to cash in.

"But the stock went down. Though the company grossed \$17 million in fiscal 1949, it netted only \$25,709. The dividend: 10 cents a share. Smith got hopping mad, got hold of Theodore Schofield, biggest stockholder (5,600 shares), who had been fired from the company after 41 years as an engineer. Schofield was mad too. Together, Smith and Schofield formed a coalition to set things right.

"Working nights and weekends, they wrote stockholders, charged the management was 'inefficient and decadent', and should be tossed out. To round up proxies, Smith flew his secondhand Beechcraft Bonanza one-armed around the country (blood poisoning cost him his right arm when a boy). In his whirlwind campaign, Smith spent more than \$6,000--but it paid off. At the stockholders' meeting last Ocober, Smith's group won by 14,000 votes out of the 600,000 cast. Out of the \$25,000-a-year presidency went Harry G. Sparks, 56, son of the founder. In went Stockholder Smith with the big job of making good on his promises.

"Last week President Smith made his first report. In the last half of 1950, said he, Sparks-Withington's sales jumped to \$14 million v. \$8.6 million in the 1949 period. Earnings: \$515.991. Since Smith took over he has expanded advertising, cut costs, and snagged business that had been going to subcontractors. Smith's new board of directors declared a 20 cent dividend."

-Courtesy of TIME, Copyright Time, Inc., 1951.

#### The Thing Appears



CENTER of attention at U. S. Machine Corp.'s national convention of Winkler retailing distributors was "the thing"—which turned out to be a sales contest for distributors, retail salesmen and district managers. Half of the firm's 1500 distributors attended, heard company officials predict that the company may this year better its 1950 sales volume.

# ARE YOU PUTTING THESE

Don't miss this opportunity to tie in with the "Range of the Stars" campaign—featuring Bob Hope, Jack Benny, Eddie Cantor, Gene Autry, Pat O'Brien, Alan Ladd, Broderick Crawford and Robert Young. Cash in on the movie star recipe booklet—ideal traffic builder—and the entire program! This is the most glamorous sales-packed Electric Range promotion ever developed!

The movie star recipe booklet-"HOW TO HOLD A STAR"-is the keynote of this campaign. But that's only a part of it! There are newspaper ads, direct mail, window and counter display material-ready to help you sell! Sponsored by the Edison Electric Institute. Featured by electric service companies everywhere. Contact your local electric service company today. Arrange for your supply of "HOW TO HOLD A STAR" and other material. Tie in! Cash in!

Eddie Cantor stars on the "COLGATE COMEDY HOUR" every fourth Sunday at 8:00 P.M. over NBC TV network

#### WONDERFUL TRAFFIC BUILDER

This 12-page booklet, printed in two colors and fully illustrated, features the favorite recipes of movieland's leading male box-office attractions, and testimonials by their wives on why they prefer an Electric Range. This is literature with glamour—the kind that gets traffic—and then SALES! Be sure to get your supply-from your local electric service company!

How to hold a

Jack Benny, star of HE JACK BENNY SHOW heard every Sunday over CBS, coast to coast



ALAN LADD, starring in 44 BRANDED, \*\*
Paramount picture. Color by Technicolor.



'It's modern ... cooks best" says alan Ladd

**Easel Displays!** 



Newspaper Advertisements!

Available in mat form, also layout and copy form, for utility companies or dealers. Tie in, and cash in!

Star Cut-Outs!

GENE AUTRY, star of his o on and screen product also starring on CBS radio



The undersigned endorse and urge your support of the "Range of the Stars" program. CONTACT YOUR LOCAL UTILITY OR ELECTRIC SERVICE COMPANY FOR DETAILS!

ADMIRAL • COOLERATOR • CROSLEY • DEEPFREEZE • FRIGIDAIRE • GENERAL ELECTRIC • GRISON HOTPOINT • KELVINATOR • LEDO • MONARCH • NORGE • PHILCO • UNIVERSAL • WESTINGHOUISE

ELECTRIC RANGE SECTION · National Electrical Manufacturers Association · 155 East 44th Street, New York 17, N. Y.



Prelined Frostofold Pint and Quart Containers provide the quickest, easiest, most efficient way to home package foods for freezing. That's why Frostofold is approved by Good Housekeeping—highly recommended by leading home economists and freezer manufacturers—preferred by millions of consumers!... And that's why it has proved to be such a practical freezer selling tool!

proven freezer selling tools

- and extra traffic builders

Frostofold combines a sturdy outer container, for mechanical protection, with a built in inner liner, to scientifically protect all kinds of frozen foods—also, pre-cooked foods of every type. Its rectangular shape saves freezer space, makes storing simpler. Let Frostofold help you show customers how easy it is to home package foods properly for the most efficient use of the freezer you sell!

Frostofold gives you a big extra plus in profits and store traffic by bringing women back regularly for repeat purchases of Frostofold packaging supplies. The full line of Frostofold materials also includes: A Complete Food Packaging Kit, Pint and Quart Polyethylene Bags, 6-lb. Poultry Bags and Stockinette. Order nationally advertised, consumer-preferred Frostofold materials new—through leading appliance distributors—or direct from The Interstate Folding Box Company • Middletown, Ohio



#### Range Contest Winners Visit Chicago



SIXTY-FIVE REPRESENTATIVES of the Ohio Power Co., Canton, Ohio, were guests of Hotpoint, Inc., as a reward for achieving 131 percent of quota in a Christmas range and water heater promotion. From left to right are E. M. Cobb, residential sales manager of the utility, Dwight Anneaux, manager of Hotpoint's utility division, J. T. Moore, assistant residential sales manager for the power company, Edward R. Taylor, general sales manager, and John F. McDaniel, sales manager of Hotpoint.

#### Lay Plans for Observance Of Water Systems Month

A slogan featuring increased food production has been adopted for National Water Systems Month this year to direct attention to the importance of mobilization on the farm as well as in the factory. Herbert C. Angster, executive secretary and director of the National Assn. of Domestic and Farm Pump Mfrs. pointed out that electric water systems have a major role in increasing the output of all major farm products and said that industry-wide promotional efforts in 1951 will stress more and better food, labor saving and protection of health through running water. He urged dealers to tie in with the water systems month promotion in May. The slogan reads: "Produce More Food.—Produce Better Food; Save Labor—Guard Health."

Manufacturers will supply dealers with promotional kits containing fourcolor wall posters and direct mail folders.

#### 1951 Nelda Book Lists 4200 Freeze Day Prices

Verified freeze-day prices of over 4200 electrical appliances, television sets and related merchandise are included in the 1951 Nelda Master Looseleaf Edition now available. Pictures and specifications of every model are also shown.

The newest edition covers over 300 lines; the original edition in 1948 covered only 120 brands. The service is sold only on a yearly subscription basis; during 1950 over 10,000 listings were made in the course of the year to keep subscribers fully informed.

The service is unsubsidized by any manufacturer, distributor or association, but all data is verified directly with each manufacturer before publication.

A year's subscription costs \$75 and entitles the subscriber to the Nelda Master as well as monthly supplements and weekly price bulletins. In addition subscribers receive special releases advising them of discontinuance of models and other information perti-

nent to electrical merchandising. The book is published by Nelda Publications, Inc., 855 Avenue of the Americas, New York, N. Y.

#### Dehumidifier Business Gains Four Firms, Loses Leader

Four appliance manufacturers have entered the household dehumidifier business since the January markets, but the industry has lost its biggest producer with the withdrawal of the Frigidaire division of General Motors Corp. The newcomers are Admiral, Mitchell, Remington and Fedders-Quigan. Frigidaire made known its withdrawal during a nation-wide series of dealer meetings in February, However, the firm has some stocks of its dehumidifier on hand but until materials ease up will devote its available facilities to the production of other appliances.

#### Calling Chiquita

It may be wrong to keep bananas in the refrigerator but that's just the place for your extra flashlight batteries.

Refrigerator storage of surplus batteries is desirable because heat and low humidity deteriorate dry cell batteries, according to W. S. Allen, general manager of the electrical division of Olin Industries, Inc., producers of Winchester-Bond batteries.

He predicted that batteries may become increasingly difficult to obtain because of the diversion of raw materials to defense production

Getting back to storage, Allen said that the batteries should preferably be stored in the refrigerator in a container which is not tightly sealed. Flashlights should be kept in a cool place when not in use—but not in the refrigerator.

but not in the refrigerator.

One other thing: the battery should never be used immediately after removal from the refrigerator. It should be allowed to "thaw out"



# Ads in Country Gentleman Help You Sell More Appliances!



In designing her kitchen, Mrs. Chandler, Country Gentleman farm wife of Maine, studied dozens of magazine clippings. She has electric refrigerator, range, dishwasher, garbage disposal unit, home freezer, washer, ironer, inlaid rubber tile floor. When a manufacturer puts an ad in Country Gentleman, it's the strongest kind of help to you in selling your best rural customers! This has been proved in a nationwide survey of men and women heads of Country Gentleman homes. Not only do they read Country Gentleman more, use it more, like it more than the other big farm magazines—but they also...

- **7** READ THE ADVERTISING in Country Gentleman...in 96.2% of homes.
- **2** GET BUYING IDEAS from the advertising in 3 out of 4 homes.
- 3 RECALL DEFINITE BUYING IDEAS in over 3 out of 4 of these homes.

. . . . that's why dealers like you give

## Country Gentleman a lead of nearly 2 to 1

when voting for the farm magazine that helps most to sell local customers

GREATER POWER TO MOVE PEOPLE
GREATER POWER TO MOVE GOODS

That's why Country Gentleman also rates first with advertisers. They invest more advertising dollars in Country Gentleman than in any other farm magazine.





Now-in time for the humid season-get this money-making, nationally advertised OASIS Electric Air Drier! Oasis dealers last year sold thousands on the basis of a simple "try-before-you-buy" home demonstration. They actually demonstrated how this sensational drier removes up to three gallons of water every 24 hours, from the average-sized room with high humidity-sold 9 out of 10 demonstrations!

In 1951 this sound selling technique will be backed up by regularly scheduled national consumer advertising in such popular magazines as BETTER HOMES & GARDENS, HOUSE BEAUTIFUL and HOUSE AND GARDEN, that reach millions of home-makers with a powerful story of new home comfort. A complete program of merchandising is planned to tie you into this nation-wide "free home demonstration" offer.

#### Write today for Money-making Facts

No wonder there's a terrific demand for a product like this! Plugs in any electrical outlet . . . no chemicals. Ends damp basements, odor, mold, mildew, rusting, dripping overhead pipes, sweating walls . . . Protects books, furniture, rugs, tools, clothes, machinery, etc., from damage by moisture and mildew . . . Makes basement living a pleasure—for laundering, cooking, working, playing.

Write today for money-making facts and the name of your distributor. The EBCO Manufacturing Company, 405 W. Town St., Columbus 8, Ohio.

OASIS



"World's largest manufacturer of ELECTRIC WATER COOLERS"

#### Born 14 Years Too Soon



Back in 1937 appliance dealer O. M. Carlson, Jr., had little idea that he was 14 years ahead of his time.

But the photograph that Carlson had taken in his Helena, Mont, shop on May 28, 1937 is proof enough that he had anticipated many modern developments by the refrigeration industry. Carlson's "Freezerino" special had a storage rack inside the door, a nest for eggs, a "blazo" defroster, "slippery side shelves", "no moving parts", "no cost operation", and a "lift a latch" door opener.

In 1937 it was all a gag. But now, says Carlson, "after reading the February issue of your magazine and seeing the ads of several refrigerator manufacturers therein we feel we have been slighted. These people have stolen our ideas on modern convenience in refrigeration."

Most of Carlson's ideas have been adopted by present day manufacturers but no one so far is offering "gooberfeather insulation". It may be that Carlson was even more than 14 years ahead of himself on that one.

#### Don't Mistreat Public, Duggan Warns Dealers

Salesmen must take pains to avoid the mistreatment of the public that occurred during and after the last war, F. F. Duggan, general sales manager of the American Central division of Avoo Míg. Corp., told distributors last month during a series of 16 regional conferences.

Warning that such mistreatment was an outgrowth of a "don't you know there's a war on" attitude. Duggan told the distributors that salesmen who maintain high standards of courtesy, tact and fairness will prosper most from consumer good will in the future.

As proof of his own firm's determination to "keep selling", Duggan pointed to the 1951 advertising and sales promotion budget which is the largest in the company's history. Advertising manager Charles A. Reinbolt, Jr., said that American Central would use heavy schedules in a representative group of consumer publications and that such schedules would be supported at local levels by key city campaigns.

Duggan told the distributors that American Central doubled its 1949 sales volume last year and broadened its distribution by expanding from 1,000 to 5,000 dealers. The company will make every effort to maintain this momentum, he said.

Introduced at the conferences were a packaged kitchen to be sold at a price (\$369.95) no higher than the cost of many individual appliances, and a "handy pantry" unit of three revolving round shelves.

#### RACCA Names New York Firm As Executive Vice-President

The New York firm of Schneider & Edelstein has been named to act as executive vice-president and general counsel for the Refrigeration and Air Conditioning Contractors Assn. The selection of the firm was a highlight of the RACCA board of directors meeting in Washington in late February.

The program for the year drawn up by president Theodore A. Reina includes a plan for keeping members up to date on defense regulations and a vigorous membership drive. The group's annual convention will

The group's annual convention will be held in Chicago on November 3 and 4.



This is IT—the WILCOLATOR . . . the most advanced concept of simplicity, sensitivity and *cooperation* in modern oven-heat controls.

A turn of the Dial, a push of the Preheat Button—and a Wilcolator-controlled oven is set to deliver the exact cooking temperature desired . . . deliver it fast (but fast) . . . and maintain it indefinitely.

And that's not all. As soon as the oven is sufficiently preheated, the Wilcolator preheat button snaps out with an audible click, giving unmistakable warning that the oven is ready for use. Here's cooperation plus! . . . a boon to the busy cook, veteran or novice. No waste of time or fuel.

Yes, Wilcolator means meal-making that's simple, quick, successful. When the dial is turned to a setting, the oven bake element is automatically cut in. When the preheat button is pressed, the broil element is cut in. With both elements "pouring on the heat", exceptionally fast preheat is obtained.

As oven temperature approaches dial setting, the preheat button snaps out—disconnecting the broil element. Temperature "overshoot" is so accurately gauged, that almost from the moment food is placed in the oven, it is subject only to the cooking temperature selected.

During cooking, Wilcolator's super-sensitive thermostat switch (operating on a 30 to 50 per cent lower differential than heretofore possible) regulates the bake element so closely that oven heat is precisely maintained . . . resulting not only in perfect baking and roasting, but in maximum fuel economy.

You'll find the Wilcolator control will "click" with every prospect. It's a plus value you cannot afford to miss. Profit by making sure every electric range you handle has the outstanding advantage of Wilcolator.



The Wilcolator Control provides both visual and audible signals. Pilot lights Indicate when bake and broil elements are cut in and cut out. Preheat button snaps out with a clearly audible click when oven is ready for use.

The control can be installed, on two mounting screws, in any of four positions—with preheat button located above or below, to the right or left of the dial. Contour harmonizes with the over-all appearance of any electric range . . . particularly with modern design.

P.S. NOW A Gas Oven Control That Also Says "WHEN"

Wilcolator's outstanding Oven Heat Control for Gas Ranges is now available with the revolutionary Wilcolator "Oven-Reddy" Indicator which automatically signals as soon as the oven is ready to use. Thus the exceptional advantages afforded by the Wilcolator Gas Range Control—such as its large capacity "Uniflow" valve for superspeed preheat, and amazing ease of servicing—are supplemented by an extremely desirable feature hitherto only available on electric ranges.

WILCOLATOR—precision cooking at a touch of the finger tips

# YOU CAN'T HELP MAKING MONEY

If you sell one of these famous space heaters



# PLUS ALL THE LUXURY OF AUTOMATIC HEAT... WITH LOW-COST, EASY TO SELL A-P COMFORT CONTROLS

Yes, if you sell one of the famous-make space or trailer heaters listed here you can offer every customer the luxury of true automatic, thermostatically controlled heat! This means easier selling, because you can offer comfort and convenience equal to the most expensive kind of heating, with no wasted heat — and substantial fuel savings!

What's more, this easy-to-sell comfort means ADDITIONAL PROFITS for you. Write now for Bulletin T-2 on A-P Comfort Controls.

#### EASY TO INSTALL



There's an A-P Electric or Mechanical Comfort Control actually engineered to fit these heaters. Just mount conversion top on present manual control; connect to thermostat and plug-in transformer. Mechanical thermostat even eliminates wiring!

DEPENDABLE Controls

A-P Comfort Controls are designed and built to exact spaceheater specifications by A-P Controls Corporation—for 19 years America's foremost manufacturer of controls and valves for oil and gas-fired furnaces and space heaters. Makers of famous A-P valves, controls and accessories for refrigeration equipment.

#### A-P CONTROLS CORPORATION

(formerly Automatic Products Company)
2400 N. 32nd St. • Milwaukee 45, Wis.

In Canada: A-P Controls Corporation, Ltd., Cooksville, Ontario

#### **NEW POSITIONS**

#### Whirlpool Corp.



ROBERT M. MITCHELL



Nesco, Inc.

PAUL H. HILL



JOHN M. CROUSE



EUGENE G. BLUMENSCHEIN

Robert M. Mitchell has been named general sales manager for Whirlpool Corp. He has been with the firm since 1936 and most recently was Whirlpool division sales manager.

LeRoy M. Howard, formerly director of sales promotion, has been named sales manager for war production while John M. Crouse, previously eastern zone regional sales manager, has been made sales manager for the Whirlpool division. Paul H. Hill has been appointed director of sales for Nesco, Inc. Hill formerly conducted his own sales counselling service in New York and prior to that was director of sales and advertising for Schick and vice-president and general manager of Mengel Co.

ager of Mengel Co.
Eugene G. Blumenschein hasbeen made general manager of
Nesco's electrical division. He wasformerly sales manager of the division.



DON DAVIDSON

Don Davidson, formerly dryer promotion manager for Whirlpool, has been named to succeed Jack D. Sparks as advertising manager. Sparks has been appointed to the firm's defense contract division.

#### Hotpoint, Inc.

Miss Clara Sherburne, home economist for Hotpoint, Inc., has been transferred from Philadelphia to San Francisco. She had been with Hotpoint since 1947.

#### Telechron, Inc.

Five Telechron salesmen havebeen promoted to positions as district managers. They are: G. H. Neilson, T. M. Sparks, Jr., E. J. Keefe, C. J. Fabso and H. J. Murphy, Jr. They will be in charge of the Syracuse, Pittsburgh, Kansas City, Cincinnati and St. Louis offices, respectively. H. D. Stanton, formerly manager at Cleveland, has been made district manager in Detroit.

#### Capehart-Farnsworth Corp.

Chester A. Bejma, formerly manager of Capehart-Farnsworth's Chicago region, has been made manager of distribution for the firm. His duties will be chiefly those of liaison between field and factory. He was formerly with G-E.

Two new district representatives have been named by Capehart. Ed G. Denham will cover the District of Columbia, Maryland, Virginia, West Virginia and North Carolina. Joseph F. Kelly, Jr., will cover the Detroit region.

ESTATE-HEATROLA
FINDLAY (Canada)

FLORENCE

H. C. LITTLE
HERCO (Canada)

JUNGERS

LONERGAN

MAGIC CHEP

MONARCH

NESCO

QUAKER

SIEGLER

SAFEWAY

SILENT FLAME

SUPERFLAME

TORRIDAIRE

FRUGAL

WASHINGTON

MONOGRAM

NORGE-HEAT PERFECTION

MONARCH (Canada

INTERNATIONAL

## A fact nobody knows better than you!

Who knows better than you, Mr. Dealer, how the public goes for that trusted General Electric monogram on fans!

No need for long sales talks when you display G-E Fans—the name does the selling for you!

Yes. Mr. Dealer-as with other famous General Electric products, the letters G-E, the symbol of dependability, will draw customers to General Electric Fans!

And now . . .

#### GENERAL ELECTRIC'S GREATEST FAN PROMOTION!

To make your job easier—to move G-E Fans faster than ever before-General Electric is going all out with the biggest advertising promotion in electric fan history!

15 Consecutive Weeks of "Hard Sell" Ads in the Saturday Evening Post!

> A TWO-PAGE SPREAD! 7 HALF-PAGE ADS! 7 QUARTER-PAGE ADS!

AND-when it counts the most! In spring and summer when the weather's good and hot-these effective ads will be reminding people that G-E Fans are the fans with the "DOUBLE PLUS"!

#### 13408

They're Hummingbird Quiet! You'll hardly know they're in the room, except for the cooling comfort they give, because G-E Fans work in a whisper! In engineered tests, nine G-E Fans, running all at once, made less noise than one same-sized fan of a leading competitor!

#### 19405 2

They Last and Last! General Electric Fans are G. E. "precision-engineered"! They are so sturdily constructed that many last a lifetime! G-E Home Fans are self-lubricating for 10 years! They'll give your customers years of dependable service!

You can put your confidence in-

GENERAL (%)



# What's your "IQ"

#### on Porcelain Enamel?



When customers fire questions at you about Porcelain Enameled products, it will help fatten your sales curve if you know the answers. And it will help you gain the good-will of buyers too.

Here are four of the most commonly-asked questions -and the correct answers.

- Q. Is Porcelain Enamel a baked-on synthetic finish?
- A. No. It is made of rock-like minerals and is permanently bonded to the base metal at a high temperature (1550 F.). At this point the Porcelain Enamel actually melts and fuses with the red-hot special enameling iron.
- Q. Is Porcelain Enamel heat-proof?
- A. Since it is processed at 1550 F., Porcelain Enamel will withstand any temperature it is likely to encounter in home service. Hot skillets or forgotten cigarettes can't harm its hard, glossy surface.
- Q. Is Porcelain Enamel easy to clean?
- A. It is one of the easiest of all surfaces to keep clean. There are no tiny pores to collect dirt and moisture. Porcelain Enamel is not rubbed away by frequent use of accepted kitchen cleansers to remove grease or stains.
- Q. How long should it last?
- A. Porcelain Enamel is often called the "lifetime finish." Most Porcelain Enamel today is acid-resisting, and is not affected by fruit juices, alcohol, alkalies and common chemicals that often mark or destroy other types of finishes.

Remember these selling points for Porcelain Enamel on Armco Enameling Iron. Your customers will be better satisfied when they know that parts of the new appliances or housewares they buy are made of the "World's Standard Enameling Iron"-nationally advertised for 37 years.

#### **ARMCO** STEEL CORPORATION

2641 Curtis St., Middletown, Ohio . Plants and Sales Offices from Coast to Coast • Export: The Armco International Corporation.

#### **NEW POSITIONS**

#### Chelsea Fan and Blower Co., Inc.



GEORGE J. READ

George J. Read, formerly general manager of the Chelsea Fan and Blower Co., Inc., has been elected a vice-president of the firm. joining Chelsea he had been director of economic research for Consolidated Edison, New York. Two other Chelsea executives, Leslie R. Hansel and Henry W. Clower, were also named vice-presidents. Clower will be in charge of southern opera-tions while Hansel will supervise manufacturing.

#### Hamilton Mfg. Co.

C. W. Haley, formerly southeastern field representative for Hamilton Mig. Co., has been transferred to the firm's home office to assist ales director C. H. Rippe. D. McDermand, formerly eastern field representative for the firm, has been appointed special utility representa tive and will devote most of his time to contact and promotional work with utilities. R. C. Burbridge, formerly southwestern field repre-sentative, has been named to succeed McDermand in upper ! York state and New England.

#### Wilcox-Gay Corp.



ED MOREY

Ed Morey has been placed in charge of sales for the Wilcox-Gay Corp. He will become assistant to Milton Benjamin, general sales man-ager of the Majestic division of Wilcox-Gay. Morey will direct the sales of recorders, recording blanks and accessories.

#### Belmont Radio Corp.

Charles R. Lunney has been made assistant advertising manager of Belmont Radio Corp. He was for-merly with WESCO's midwest district and prior to that was advertising and sales promotion manager for Stewart-Warner.

#### Cory Corp.

James E. Gallagher has been named eastern division sales man-ager for Cory Corp. He will super-vise the five sales territories which cover 14 eastern states. He was formerly a divisional sales manager with Automatic Washer Co.

#### Mengel Co.



DONALD C. SIMPSON

Donald C. Simpson has been elected vice-president of the Mengel Co. He will continue as general manager of the firm's cabinet di-Before joining Mengel in 1949 he was a vice-president of Glasfloss Corp and prior to that had been sales manager of the electrical insulation division of Owens-Corning Fiberglas Corp.

#### Automatic Washer Co.

Appointment of divisional sales managers in four territories has been announced by the Automatic Washer Co. Allen D. Chantry will have charge of the midwest with offices in Omaha. A. E. Burchard will head the southwest division from Dallas. Joseph J. Pence will supervise the mid-Atlantic and New England divisions with offices in Philadelphia while M. C. Fitzpatrick will head the Chicago division

#### Magnavox Co.

Henry Esterly, formerly Magnavox district sales manager for the state of New York, has been made district sales manager for metropol-itan New York. John Hogan suc-ceeds Esterly. Hogan was formerly eastern regional sales manager for Schick, Inc.





ally sell themselves by offering the MOST for your customer's FAN DOLLAR! The state of the s • Silent-no hum or vibration-it floats

Your surest step to fast fan sales . . . these exclusive patented spring-suspended Internationals operate below a whisper-actu-

- on springs. Beautifully styled cabinet.
- Powerful-big 20" blades move more than 3500 CFM.
- Fits any window up to 44" width.
- Guaranteed.

INTERNATIONAL OIL BURNER CO..

FAN DIVISION.

WIRE TODAY FOR OUR 1951 CATALOG SHOWING COMPLETE LINE OF SPRING-SUSPENDED **FANS!** 

WRITE OR

these power.

ful sales features of the

popular Model C-201

International with any

other fan on the market.

Please send me to spring-suspended	ill details on your complete line of siler fans for 1951,
Name	
Address	
City	ZoneState
My distributor's	name is:
	City

#### LEAGUE ACTIVITIES

50 Year Veterans Honored



SIX INDUSTRY PIONEERS were honored by the Electrical Assn. of New Orleans at its thirtieth anniversary dinner last month. From left to right, seated, are John K. Raby, E. M. Snyder, Henry Gsell, and G. M. Niemeyer. Standing are L. L. Newman, W. E. Clement, chairman of the group's pioneer committee who awarded the service certificates, and A. Baldwin Wood.

#### Lussky Re-elected President Of Kentucky Dealer Group

Claude V. Lussky of Louisville has been re-elected president of the Radio-Appliance Dealers Assn. of Kentucky. Other officers include Dean L. Russell, vice-president, Karl Daubert, secretary and John E. Bindner, Jr., treasurer.

#### Phoenix Merchandisers Run Kitchen Contest for Architects

A contest open to architects of the Phoenix area highlighted the "modern kitchen" promotion sponsored by the Appliance Merchandisers Assn. of Phoenix, Ariz. during the month of February. Artist's drawings, in color, distinctive, up-to-the-minute modern kitchens were submitted for judging and were displayed in the utility's downtown office. Four 40-in. ads over the signature of the Association plugged modern kitchens and called attention to the exhibit.

#### Intermountain Group Elects Paul Devine to Presidency

Paul J. Devine, general manager of W. H. Bintz Co. of Salt Lake City, was elected president of the Intermountain Electrical Association at its recent annual meeting, succeeding James L. Schricker, manager of the appliance division of the General Electric Supply. Other officers include Jas. C. Littlefield, Salt Lake division manager, Utah Power & Light Co., vice president, and Mark Austin, Sun-beam Co., secretary-treasurer.

#### National TV-Appliance Show Cancelled by Chicago Group

The Chicago Coliseum and Electric Assn. have issued a joint statement announcing the cancellation of their annual Television & Electrical Living Show. The current international situation and its effect on the availability of merchandise led to the cancella-

#### Market Week Meeting in San Francisco



COMPARING NOTES on league activities in their area are George Cain, secretary of the Sacramento Electrical League, J. Clark Chamberlain, manager of the Bureau of Home Appliances, San Diego, and Leroy Bennett, manager of the Northern California Electrical Bureau, San Francisco.

# business is GOOD business!



A superb combination! It's a "natural" gift item ... the new Zenith Clock-Radio.



Gift Headquarters...sALES Headquarters, indeed! For in critical times like these your customers can't afford anything less than ZENITH Quality. Yes, people know that the radionic gift that they give may not be replaceable for years... and that the superb, advanced styling and engineering, the costlier parts and material in a ZENITH... is their guarantee of satisfaction and <u>real</u> pleasure. It's a gift of good sense... a gift of good taste!

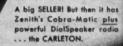
Whatever occasion . . . weddings, birthdays, graduations . . . you'll realize what a terrific volume can be had in GIFT-SALES when you sell Zenith. There's a ready demand and a good profit for you in your ZENITH gift traffic. REALIZE your share of it . . . NOW . . . during this heavy gift-giving season!



IN TIME . . . as a graduation gift . . Zenith's brilliant NEW portable the "401".



Plays anywhere . . . a "perfect" gift all year round! It's Zenith's powerhouse portable . . . the UNIVERSAL



# there's a HARD SELLING package of special FNITH Promotional Material for your gift campaign . . .

RIGHT! Zenith wants this GIFT Campaign to be the biggest, most PROFITABLE Sales Drive that any dealer ever had. And it will be . . . with a tremendous NATIONAL ADVERTISING schedule, hard-hitting NEWSPAPER campaign that definitely "ties-in" . . . PLUS . . . a special package of dealer material. There's new GIFT FOLDERS, GIFT CERTIFICATES, special AD-MATS, bright, attention-getting DISPLAY MATERIAL . . . everything you NEED and WANT for a real promotion!

# KEY YOUR GIFT CAMPAIGN TO THESE MAY-JUNE GIFT OCCASIONS

- Graduations
- Anniversaries
- Weddings
- Mother's Day
- · Father's Day
- Servicemen

ZENITH RADIO CORPORATION

6001 DICKENS AVENUE

CHICAGO 39, ILLINOIS



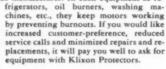
# "No Winding Burnouts with Klixon Protectors," Cheers Up-To-Date Electric Repairman

ALBANY, N. Y.: Carmon Slingerland, Casey's Electrical Repair Shop, gives the kind of advice... and the kind of service... that's bound to keep him and his company well abreast of today's competition.

"In our experience," states Mr. Slingerland, "there is no question but what Klixon Protectors prevent winding burnouts. This is especially important in appliance motors where Klixon protection means greater customer satisfaction and fewer service calls."

# Klixon Protectors Build Customer Goodwill by Preventing Motor Burnouts

The Klixon Protectors illustrated are built into the motor by the motor manufacturer. In such equipment as re-





# SPENCER THERMOSTAT

Division of Metals & Controls Corp.
2504 FOREST ST., ATTLEBORO, MASS.

# LEAGUE ACTIVITIES

# **New Association President**



**TAKING THE GAVEL** as president of the Chicago Electric Association is Harry Alter, (left). George L. Seaton, of the Illinois Bell Telephone Co., treasurer, does the presentation in the absence of retiring president, Axel H. Kahn, district manager of General Electric Supply Co., who is the association's new treasurer.

#### Kise Elected To Head Atlanta Association

Leroy H. Kise, appliance buyer at Rich's department store, has been elected president of the Atlanta Electrical Assn. Other officers include Ed F. Yancey, Jr., vice-president, A. F. Eichenlaub, honorary secretary, and Herndon Thomas, J. C. Brown, Vance Woodcox and J. H. Cawthon as new directors.

#### Howard Walthers Named to Head British Columbia League

Howard N. Walthers has been elected head of the Electrical Service League of British Columbia. Brig. Gen. W. W. Foster was elected vice-president while Richard Hall, secretary manager of the league since its foundation, continues in that capacity.

#### Washington Institute Sponsors Refrigeration Drive in March

Dealers, distributors, manufacturers and the utility joined with the Electric Institute of Washington in a March campaign on modern refrigeration. A special slug was used in ads throughout the month.

#### Los Angeles Electric League Plans Active Year in 1951

A greatly expanded program to help its dealer members weather the problems that will be met during a program of industrial and military mobilization was announced by the Los Angeles Electric League through its new managing director, Glen Logan, at a membership meeting on January 25.

More than 150 retailers, wholesalers and manufacturers' executives attended the meeting at which Logan announced that the league's program called for: a bi-weekly bulletin interpreting government orders; sales and service clinics; analysis and recommendations on good business practices for members; establishment of better press relations for the league; and creation of leaguewide promotions to increase the sales and acceptance of products sold by the members.

Proposed changes in the constitution and by-laws of the Los Angeles Electric League were outlined to the members and guests by Jack Hargrove, executive of the Hargrove-Green Co, and chairman of the league amendment committee. (Shortly after the meeting, Hargrove was elected president for the coming year.)

Visiting speaker was Ed Hegarty, manager of sales training, appliance division, Westinghouse Corp., who told the members and guests that they were headed for a period in which they would see all the troubles of 1941, '42, '46.

Elected with Hargrove were: executive vice-president, M. Zillgitt, Television Household Appliances; secretary, Ken R. Johnson, general sales manager, Packard-Bell; treasurer, D. C. Culbreath.



INCREASED ACTIVITY by the Los Angeles Electric League is announced by new managing director, Glen Logan, at annual membership meet-

# HOW TO RUN A SMALL BUSI-NESS, by J. K. Lasser. McGraw-Hill Publishing Co., New York. 350 pp., \$3.95.

IN "How to Run a Small Business,"
J. K. Lasser, who has gained a reputation as an authority on the subject, has brought together more information on every phase of small business operation than it seems possible to pack into 300 pages. In a brisk and authoritative style he disposes of one point after another with economy and precision. It is not a book to run through lightly, and it is not one which needs to be read in its entirety. The reader is not likely to have all the problems which Lasser discusses thrust upon him at the same time. But a businessman in search of advice on a particular aspect of management will probably find it here. It may not be quite so specific a solution as he demands, but a book of this type has its limits: it cannot discuss in detail the individual headaches peculiar to certain types of enterprises. In a general way it covers all the ground, and in some fields-particularly taxes (Lasser's specialty) and office expenses it is as specific as any one could ask.

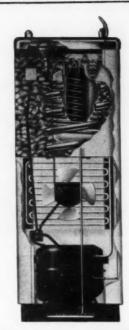
#### What It Covers

A list of all the topics covered in "How to Run a Small Business" is too long to run here, but the main headings boil down to: building for profits, keeping accounts and other records efficiently, avoiding frauds, managing taxes for greater profits, handling credit and installment sales, financing a business, planning an insurance program, buying an established business, deciding on the form of a business (proprietorship, partnership, corporation, etc.), operating a store or plant or wholesale enterprise profitably, and running a business office efficiently. An extensive bibliography at the end refers readers to other publications, many of them dealing with specific

There is little or no consideration of the human element in the book, except as an obstacle that takes innumerable forms and must be kept submerged whenever possible. Casting a business as nearly as possible in the form of a machine is Lasser's province. In "How to Run a Small Business" he presents repair procedure for every type of managerial breakdown an operator is likely to face. It is up to the operator to use it. -J. B



THIS IS OUR DELUXE MODEL, IT HAS CHIMES ENOUGH FOR A HOUSE WITH UP DOORS. AH-CAN YOU READ MUSIC?



building Electric Water Coolers

experience

from 20 years

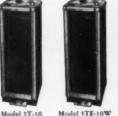
resulting

Proven performance



Bottle-type





Model 3TE-10W



# fedders ) offers America's Newest Line of Electric Water Coolers

▶ Bottle, bubbler, explosion proof, air and water cooled models. 3 to 10 gallons capacity. Hermetically sealed refrigeration system . . . lubricated for life. Bubbler coolers have dual

cooling . . . refrigerates inside and out. Convenient foot pedal operation on 4 bubbler

models. Fedders 5-Year Protection Plan.

▶ This is the year-of-years to cash in selling Fedders Water Coolers. Approved by management, labor, medical and government authorities as essential equipment under emergency conditions. Maintain your sales and profits in spite of restrictions on household appliances.

..... Write or mail this coupon for money-making facts

# FEDDERS-QUIGAN CORPORATION Dept. EM-10 57 TONAWANDA ST., BUFFALO 7, N. Y.

Send information immediately on latest Fedders Water Cooler line and marketing.

Name	
Title	
Concern	
Street	
C'	Canan

# FEDDERS-QUIGAN

CORPORATION

57 TONAWANDA ST. • BUFFALO 7, N. Y.



Offices and Warehouses in Principal Distribution Centers

# DISTRIBUTOR NEWS

### Hold Open House



ADAMS DISTRIBUTING CO., Boston, introduced the Coolerator line to dealers at an open house in February at which the firm announced details of a Bermuda vacation deal available to dealers for sales achievement on Coolerator products. From left to right are president L. Sherman Adams, general manager Ralph B. Knapp, Emil Rasa, Cooloerator district manager, and Gene Orren, Coolerator field service supervisor.

# Allen Made District Manager For Sampson Co. in Peoria

J. W. Allen has been made district manager in the Peoria-Bloomington-Danville area for the Sampson Co., Chicago. He succeeds M. DonLouie who has been made sales manager of the Sampson appliance division in the outer territory.

# Fire Destroys Office, Warehouse Of Carolina Sales, Greenville

Fire early in February destroyed the office and warehouse of the Carolina Sales Corp., Greenville, N. C., distributors for Philco in both North and South Carolina. Damage was estimated at \$200,000. A large stock of merchandise was damaged.

# GESCO Branch in New Orleans Leases New Warehouse Center

The New Orleans branch of the General Electric Supply Corp, has signed a 20 year lease on a large warehouse, sales room and office now being constructed in that city by Warehouse Investment Corp. The building will contain 75,000 sq. ft. of space with 15,000 sq. ft. devoted to office space. Completion is scheduled for July 1.

# Picture on Anniversary



HONORED BY EMPLOYEES on the twentieth anniversary of his association with Emerson, A. Irving Witz, second from left, president of Emerson Radio of Pennsylvania and Emerson Radio of Florida, accepts an oil portrait of himself. Looking on are Mrs. Witz, I. Jaffe, head of the Emerson parts department, and artist George Sehring, (right).



Model 2-G-10

# "The Suburban"

Again, as so often in the past, Radion provides a terrifically effective "shot in the arm" for your TV set-sales! "The Suburban" cinches those outlying prospects for you as fast as close-in orders are cinched by that old established standard of the industry, Radion Model TA-49, "The Metropolitan."

Radion cuts installations from hours to minutes—kills that "high cost" bugaboo that slows up sales—saves you time and money, helps build your sales volume. Ask your jobber! Or write direct. TODAY!

# The Suburban

THE SUBURBAN – Model 2-G-10 – Gull-wing conical antenna for up to 25 miles from transmitter, all channels. Copper coated steel with silver-gray baked enamel finish; plated hardware; universal mounting base for speedy installation on wall, roof, window or in the attic, with no tools needed except pliers and screwdriver. Completely factory assembled with 500-ohm lead-in and necessary

Completely factory assembled with 300-ohm lead-in and necessary mounting hardware. Individually packaged. Packed six to a master carton; shipping weight, 28½ lbs. List, \$12.50.

# 2,000,000 RADIONS

HAVE PAID GOOD PROFITS TO DEALERS!

Write:

THE RADION CORPORATION, 1137 MILWAUKEE AVE., CHICAGO 22, ILLINOIS



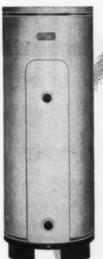
# FOWLER

# Glasslined WATER HEATERS

have the biggest features of them all

JUDGE FOWLER—feature by feature, value for value—with any automatic water heater. It's our guess you'll be amazed at how Fowler outclasses others with points of superiority that are making it the easiest to sell in every market.

A product of America's pioneer water heater builder, Fowler is backed by more than 36 years of manufacturing experience and has everything it takes to provide users with most efficient, economical water heating service.



# glass-lining

Smooth, durable porcelain bonded-to-steel inside the tank prevents rust and corrosion. Keeps water sparkling clean; adds years to tank life.

ELECTRIC WATER HEATER features include: Patented 3-way Built-in Insulation. Sefe "Black Heat" External-type Elements. Copper Heat Trap. Approval by Underwriters' Laboratories. Capacities: 5 to 80 callons.

GAS WATER HEATER features offer: Extra-Heavy Insulation. 2½-in. thick Fiber glas blankst, from top to bottom of heater. Oversized Tapezed Heave Flue. Economy, One-Piece Reised Port Burner. Approved by AGA.

Capacitless 22, 30, 35 and 45 gallons.

LIBERAL WARRANTIES: Electric Water Heaters are backed by 20-year pro-rated warranties. Gas Water Heaters are backed by

15-year pro-rated warranties.

PRICED RIGHT

...for quick,

# FOWLER Glass lined Electric & Gas WATER HEATERS

fanufactured by Fewler Manufacturing Co., 2545 S. E. Gladstone, Partland, Oregon

# SURE IT'S DIFFERENT! You're selling a different market now . . . · short-term credit · pick-up-and-move living homemakers' increased need for time-saving, space-saving, budget-priced appliances

TAYLOR SUMMER BREEZE DRYER

. . . it's a market tailor-made

for these Taylor products!





delivery", says this leading Philadelphia appliance dealer. Slingabouts can do this for you. Heavily padded canvas jacket cushions appliances. Thick layers of cotton padding with soft flannel lining protect mirror finishes. Sturdy sling enables safe

maneuvering through narrow doors and halls. Slingabouts are made for all major makes of appliances listed on coupon below.

Ask about Wrapabouts for TV sets.



WEBB MANUFACTURING CO., 2918 N Send Slingabout prices for model #_		
make		Refrigorators Radio
Name	Check	Ronge
Address	Appliance	Wosher
Clay State		(please specify

#### **Promoted**



K. G. GILLESPIE, general manager of the Jenkins Music Co., Kansas City, Mo., for the past year, has been elected a vice-president of the firm. He began his business career with Stromberg-Carlson in 1921 and joined Jenkins in 1939 as manager of the radio and appliance wholesale division

# Southwestern Co., Dallas, Renamed Medaris Co., Inc.

The Southwestern Co., Inc., appliance distributor in Dallas, has changed its name to the Medaris Co., Inc., to give the firm an exclusive name. Policies and officials of the company remain unchanged. W. G. Medaris is president.

# Pittsburgh Firm Sponsors Daily News Telecast

C. R. Rogers, Pittsburgh appliance and television distributor, has begun sponsoring a daily newscast over television station WDTV. The show, "Neighborhood News", will present local as well as national

#### Ludger Dube Wins Contest Run By Equipment Distributors

Ludger A. Dube, a saiesman A. Al's Radio and Furniture Co., Lawrence, Mass., won a recent "kick-off" contest sponsored by Equiport Distributors, Inc., Boston, Dube and his wife were given their choice of a trip to Bermuda or a week-end in New York.

### Scott Named Pacific Manager For Graybar Electric

S. W. Scott has been named Pacific district manager of the Graybar Electric Co., Inc. He succeeds H. L. Harper who has retired after 46 years with the firm.

#### Olson & Co. Names Dillon As New General Manager

Anthony Dillon, former national sales manager for Air King Products Corp., has been named general man-ager for Olson & Co., Philadelphia. He joined the firm last November as merchandise manager. He was form-erly with Templetone, Connecticut Cabinet and Hoosier Cabinet Corps.

Early in January the Olson firm opened its new showrooms with a dealer showing of five new Du Mont television sets. The new building contains 50,000 square feet of showroom and warehouse space.



Increase your net profits with Viking's unique Co-op Advertising program. With each Viking Fan you buy, you get a VADNIT redeemable for \$3 towards your local advertising. Ask your jobber, or write Viking Air Conditioning Corp., for full details today.



### VIKING WINDOW FAN DISPLAY!

This super salesman shows customers how the fan works in the home; dem-onstrates the benefits of night air cooling; SELLS FANS! 3 VADNITS redeem-able for Viking Fan Display or order from your Jobber today! Supply



AIR CONDITIONING CORP. 5601 WALWORTH . CLEVELAND 2, OHIO

Send	me f	acts	about	the	longer	margin	for
extro	prof	it on	Vikin	a V	Vindow	Fans	

CATIO	prom	On	viking	window	runs.	
Name	****					
Compa						
Street	* * > 7 *					
City			7		Fana-	

TODAY

# DISTRIBUTOR NEWS

# Oakland Graybar Branch Moves To New Quarters on Union St.

Graybar Electric Co. Inc., of Oakland, Calif. has moved to new quarters at 1911 Union St., which provide warehouse space of 32,000 sq. ft. and office facilities covering 7,000 sq. ft. The new building also provides a showroom for the live display of electrical appliances.

# Burka Elected President Of Mid-Atlantic Appliances

I. S. Burka has been elected president of Mid-Atlantic Appliances, Inc., Washington, D. C., distributor. Other officers include: S. P. Cohen, vice-president, I. Grossberg, secretary-treasurer and Harry P. Brightman, general manager.

# Bergman Named Sales Manager Of Apollo Distributing Co.

Harold M. Bergman, a veteran of over 20 years with the firm, has been appointed sales manager of the Apollo Distributing Co., Newark, N. J. He has been succeeded as district manager of the Newark territory by Bill Wosnitzer. In another organizational change, Frank Bucci has been named sales supervisor in charge of Crosley kitchen sinks and cabinets.

# Williams of Modern Distributing Wins Crosley Sales Competition

R. H. Williams of the Modern Distributing Co., Cincinnati, won first place in Crosley's recently-completed "Keep Their Eyes on Crosley" contest. Distributor district managers were awarded points for the sales-making help they gave their dealers during a 90-day period. Fred Markam of the Nashville Chair Co. was second and H. B. Caporal of Judson C. Burns, Inc., Philadelphia, was third.

## Sues, Young & Brown Promise Increased Promotion for '51

Aiming at a volume for the first half of 1951 not less than that of the last six months of 1950, with a possible 20 percent reduction during the second half of the year, Sues, Young & Brown, Inc., distributors for southern California for a number of national lines, have announced an advertising and promotional program considerably ahead of last year. The firm believes that the way to meet confusion is by positive action, according to M. G. Sues, president. The program is so devised that it can be adapted to meet changing circumstances if necessary.

A special printed inventory form has been printed to assist Sues, Young & Brown salesmen in supervising dealer inventories. In the left hand margin are listed what is considered "ideal inventories" to be carried by three types of stores. Against this the salesmen can quickly check dealer stocks and advise what is desirable to purchase in order to maintain a balanced inventory.

# Philadelphia Firm Limits Dealer Franchises in Area

Elliott Rowland Corp., Philadelphia, has limited its franchises on certain lines to 40 retailers in the Philadelphia area. The new system of franchises was set up in anticipation of approaching scarcities, according to Harry S. Funk, sales manager of the appliance division. Each of the 40 favored dealers will receive special insignias for display and mailing pieces.

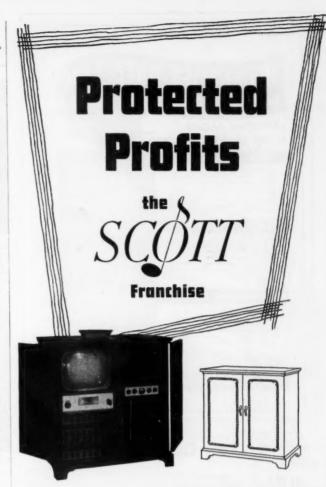
# Ray Distributing Co. Moves To New Savannah Location

The Ray Distributing Co. has occupied new quarters in Savannah, Ga. at 2517 Bull St. The company, which also has an office in Charleston, formerly had Savannah offices at 237 W. Broad St.

# **New San Francisco Headquarters**



ON HAND for the opening of the new San Francisco headquarters of Century Distributing Co. were (left to right) president Joseph H. Weisman, general manager Conrad 'Platt, David J. Hopkins, western sales manager for Emerson, and S. J. Cooper, general manager of Century's northern California division.



# Get Set for <u>the</u> Big 1951 "Quality" Market

The quality products market is getting bigger!

Scott gives you quality merchandise for this quality market! The Scott "Distinguished Dealer" franchise brings you these extra advantages:

- World's finest television, radio, phonograph combinations!
- 2. You are protected by restricted distribution!
- 3. Larger margin of profit to support effective selling.
- 4. Consumer acceptance of the established Scott trade name!
- National and local advertising, selling aids, and powerful promotions!

Scott offers a complete line of television, radio-phonographs and television-radio-phonograph combinations from \$249, retail price.

SCOTT Radio Laboratories, Inc.
4541 North Ravenswood Ave., Chicago 40, Illinois





Automatic or Manual Control

# Set it ... and forget it!

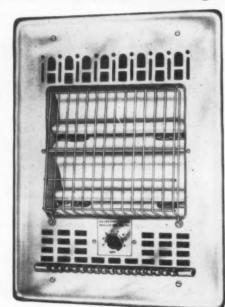
Just set the thermostatic control dial—
the HEETAIRE will
automatically produce
and maintain any
desired temperature
between 40° and 80° F
—immediate healthful
infra-red rays — turning itself on and off
as needed.

With BUILT-IN THERMO-STATS or MANUAL Control 1000 - 1250 - 1500 Watts . . . 120 and 240 Volts ONLY 17 %" high x 12 %" wide !

WRITE for all the details—and the name of our nearest HEET-AIRE representative.

145 SENECA ST.

# Low Cost...Low Wattage



MARKEL Built-In HEETAIRE Model 241 TE

BUFFALO 3, N. Y.

Tested and listed under re-examination service by Underwriters' Laboratories, Inc.



# DEALER SALES HELPS



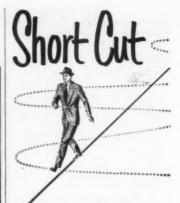
NO DEFROSTING feature of Westinghouse refrigerators is explained in this full-color flasher display which can be operated manually for step-bystep explanation or automatically for showroom or window display.



CARDBOARD DISPLAY which appears to be a real refrigerator, designed by Geo. F. Hornadasch to feature Norge's 1951 line. A. H. Witzleben, Jr., Norge sales promotion mgr. at left. Interior features of refrigerator are shown when a flasher light placed between two screens is off. When light is on, the refrigerator appears to be stocked with food.



ARROLITE is the name given to this bronze-finished arrow mounted on a reflector cone with two bronze-finished rings on its outer edge. Plastic Westinghouse identification circle, lighted by 40-wath bulb in center.



# ...to PROFITABLE Contracts and Sales!

# **Dodge Reports**

- are just that; a short cut to profitable contracts.
- are early news, issued daily, about construction jobs to be built... and about bidding and awards of contracts as these individual jobs progress.
- are available to cover your trading area, from a single county to 37 eastern states.
- give you the information you need on just those jobs you can sell.

# With Dodge Reports

- you know who and where your prospects are and when they should be seen.
- you multiply your (salesmen's) time by saving (them) many useless trips.

## Without Dodge Reports

- you would spend far more time looking for opportunities than you have to.
- you may never have a chance to bid many of your best opportunities.
- you can't keep informed on the changing factors and may lose out by not knowing whom to see and when to see them.

Why not use the best sales tools available?

Thousands of firms are using Dodge Reports profitably, year after year, and have been over the past 59 years.

For complete details

MAIL THIS COUPON NOW

—while you think of it

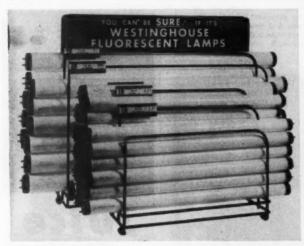


Name	busi-
Firm	M-451
Address	
DODGE REPORT	S
Construction News Division	

# DEALER SALES HELPS



X-RAY PAGES in this booklet show relationship of Motorola's automobile radio to the dashboard in addition to sales information.



THIRTY-THREE FLUORESCENT LAMPS can be displayed attractively in a space less than two feet square in this Westinghouse counter merchandiser.



COMFORT CALCULATOR offered Vornado dealers by O. A. Sutton Corp. This slide chart selects proper size Vornado to fit particular requirements.



**SPECIAL TK SLIDE RULE** and simplified line of range units  $r_{\rm e}$ ake range repair easier, speed ordering <sup>1</sup>of surface units, claims Tuttle & Kift, Inc. All data needed is on this rule.



# CEMCO HYDRAUL-LIFT TAILGATE



# TO HANDLE APPLIANCES

Complete specifications-users asking, Write Dopt. E-4.

It's a hydraulic operated tailgate that raises or lowers 2,000 pounds safely and smoothly. Can be instantly stopped and held at any point. Mounts readily on any 34 to 5 ton truck.

On your truck it eases man power problem, means safer handling of heavy appliances-gives you modern equipment.

# DEALER SALES HELPS



"THEY'RE FEMINEERED" is slogan adopted by International Harvester to promote their new plastic refrigerator door handle inserts in ten different colors. Flasher, side piece and door stickers here shown are part of a display package offered



STORAGE RACK for the consumer and counter display for the dealer, this 12" x 17" metal panel has been introduced by Electric Sprayit Co., Sheboygan, Wis. to promote "Trimzit," their combination hedge, lawn and overhead trimmer. Panel furnished without cost in each carton.



"COUNTER CLOCKWISE" display for General Electric's dealers' counters. Light rotates around the 'clockwise" circle four times a minute, lighting up eight consumer benefit spots in the circle. Shown is S. M. Fassler, advertising and sales promo-tion manager and his secretary.

only JUICE KING has



**Cutting Mechanism** QUICK-FOOLPROOF!



# Juice King CAN OPENER

Sell JUICE KING and you self the most dependable can opener

- Exclusive "ROTO ACTION" cutting mechanism-dependable . . fool proof.
- No extra levers to set
- Finish is enamel and sparkling chrome.
- Available in white, red, yellow (All chrome \$4.95)
- · Knife removable for easy cleaning

Model JK-35 (illustrated) Single stroke action. Removable cup. Attractively finished enamel and chrome. \$7.95.
Other models from \$5.95



NATIONAL DIE CASTING COMPANY Touhy Ave. and Lawndale, Chicago 45, Illinois

# Columbias

'INSIDE SALESMEN

# are working for you!

THEY WORK WONDERS FOR YOU BECAUSE THEY PERFORM MIRACLES ON THE JOB

And they're only two of the fine working features that make Columbia the leader in the electric water heater field.

HOT is the exclusive 100% efficient immersion type heating element. It transfers all the heat directly into the water almost instantaneously. Completely enclosed in a submerged copper well, this element is easily removable without draining the tank.

SNAPPY is the patented "snap-action" thermostat, submerged in the water in a thermal-sensitive copper well. It snaps on and off...no arcing...no chatter. Easily removable without draining the tank.

Sold only through leading electrical wholesalers.
Write for complete catalog.

NATIONAL STEEL CONSTRUCTION CO. 500 Myrtle Street 301 Water Street

Logansport, Indiana 1801 Pasadena Avenue Los Angeles, California



# **NEW LITERATURE**

# Emerson Electric Mfg. Co.

A new Emerson Electric general fan catalog, illustrating in color, and describing in detail their complete line of fans for 1951, is offered by The Emerson Electric Mfg. Co., St. Louis 21, Mo. Design and construction specifi-cations with complete performance data on the various types of desk and stand fans, air circulators, ceiling fans, kitchen ventilators, exhaust, attic and window fans are included in this 32-page catalog. Copies mailed to companies requesting it on their company stationery.

## Hotpoint, Inc.

"The Miracle of the Rainbow", a full-length, 15-minute color film, ex-plaining the advantages of the new Hotpoint dryer with rainbow drying action, is now available to distributors and dealers through the company. Other films available to dealers include "Cleanest Story Ever Told", the story of the Hotpoint automatic washer, and "Managed Marketing at Work" offering selling suggestions to

Hotpoint has started publication of a monthly newspaper, "Headliner" for dealers giving complete information on company activities, products, economic conditions, service, and other phases of the appliance business

# International Harvester Co.

A 12-page, two-color handbook of advertising material has been distributed to refrigerator and freezer dealers by International Harvester Company. The booklet, entitled "Menu for Merchandising", illustrates and describes all of the advertising and promotion material available to dealers under the company's cooperative financing plan. The title is taken from an IH color motion picture of the same name, which dramatizes the company's 1951 refrigeration advertising program.

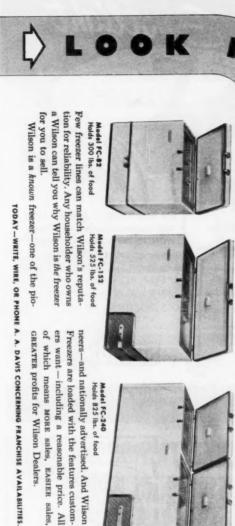
# Remington Corp.

An aid to take the guesswork out of selecting room air conditioners to suit the particular needs of each prospective user has been designed and copyrighted Herbert L. Laube, president of Remington Corp., Auburn, N. Y. The Remington "Comfort Selector" when set to room size, construction and exposure condition will show the model Remington air conditioner which has just the right cooling power to provide comfort in the room to be conditioned.

# Philco Corp.

Two new films have been introduced I wo new films have been introduced by the Philco Corporation. "Philco Advanced Design," a 7½ minute nar-rated documentary, shows the re-search, planning and step-by-step de-velopment behind Philco's "balanced beam" and the first electronic built-in and the first electron! butter aerial for television, full-width\*hori-zontal evaporators for refrigerators, "broil-under-glass" and the newest "jiffy griddle" for electric ranges. "What's Cooking," a 25 minute film

produced by the sales training depart-ment, shows the new Philco Electric Kitchen Appliance Center, a full scale model kitchen. The story concerns sales representatives convincing dealers they should have operating model kitchens to increase their sales.



Other Wilson Freezers
In addition to chest freezers the Wilson line includes selfupright "Reach-in" Freezers in capacities for 550 and
of food and deluxe "Sectional" Freezers with capacitie
from 1/4 to 2 tons of food. REFRIGERATION, Smyrna, Delaware

capacities

1000 lbs.

. COMMERCIAL REFRIGERATION

Beautiful new space-saving designs that hold up to ½ more food with no increase in outside dimensions. Flat, table-high, top work surface. Wrap around freezing walls. Large fast freeze section. Manual fast freeze control. Automatic safety signals and interior lights. Sliding baskets and removable dividers. Current-saver hermetic units. Five-year warranty covers food loss, mechanical units. Five-year warranty covers failure and service replacement.

MEIER ELECTRIC & MACHINE CO., INC.



SWING-A-WAY MFG. CO., 4100 BECK AVE., ST. LOUIS 16, MO. IN CANADA . FOX AGENCIES LTD., PORT CREDIT, ONT.



Eliminate Damages FOR ALL SIZE TV SETS



For Combinations Consoles Table Models



COMBINATION: 41" H. 44" W. 27" D CONSOLE: 40" H. 31" W. 27" D TABLE MODEL: 24" H, 25" W, 25" 4

These waterpoof covers completely cover all sets. Combination and console covers have a 2" web strap with adj. cadmium plated slide buckle, tie tapes at back. Table model has tie tapes at bath sides.

NEW HAVEN QUILT & PAD CO. 82 84 Franklin St. New Haven 11 Conn

# CORD SETS 3 from

# COLUMBIA" "THE HOME OF GOOD CORD SETS"

Careful selection of materials, precision workmanship, and technical "know-how" make "Columbia" cord Set set equality buy for youl Our Cord Assembles are made of the finest U.A. approved Cord and Flugs. ORDER TODAY!



# Cord Sets for:

- Television
- Refrigerators
- · Radios
- Portable Tools
  - Electrical Appliances

We stock Anaconda U/L appliance hocksp wire from 22 to 18 Ga. in 10 colors. We specialize in wire harnesses, cords and cables for all electronic applications.

# Columbia WIRE & SUPPLY CO.

2850 Irving Park Rd., Chicago 18, III.

# Westinghouse Electric Corp.

Four new booklets have been an nounced by Westinghouse Electric Corp., dealing with electrical living in the home. "Sales Features for Elec-trical Living Homes" is an illustrated, 32-page booklet, prepared by the Westinghouse Better Homes Bureau. Six sales features, ranging from a well-planned and equipped kitchen to adequate wiring throughout the new home, are featured, demonstrating how a contractor can add value and sales appeal.

The Better Homes Bureau has also published "Peps"—or Plan, Equip, Promote and Sell—a 20-page booklet which acts as a guide for builders and contractors. Through photographs, diagrams and sketches, it provides the builder with ideas that will help to make his new house an attractive package to the prospective buyer.

Another is a 135-page booklet designed to be a guide to planned wiring systems for building and modernizing. It gives the answers to how many electrical outlets for the living room, how many circuits are needed to meet present and future needs, what kind of lighting, etc.

"Electrical Living-and How to Have It" is basically a planning book-let designed to aid the homemaker in obtaining the highest degree of convenience and comfort from electricity. Its 24 pages contain new lighting schemes and modern floor plans of kitchens and laundries for the new or remodeled home. One section is devoted to other sources of planning help, as well as suggested means of including new appliances in the mortgage cost of a new home, or adding the cost of appliances and modernization to an existing mortgage.

To help dealers sell more major appliances through promotion planning, a new omnibus promotion guide booklet has been released by the Westing-house Electric Appliance Division. The booklet brings together all ma-terials supplied by Westinghouse to help the dealer tie-in his merchandising program with the company's national advertising. A full-line folder is also available, covering their electric ranges, to be used by the retail salesman and as a handout for sales floor use, at cooking schools, fairs and ex-

A 32-page booklet showing in twocolor illustrations how to build some two dozen pieces of electrical farm equipment has been prepared by the Westinghouse Electric Corporation's School Service Department. It gives detailed diagrams and drawings of inexpensive equipment that can be built largely from scrap material around the farm, helping the young farmer realize the benefits to be obtained from electricity.

## International Harvester Co.

Thirteen full color, minute-long motion picture advertising playlets and black and white television shorts of both 20-second and one-minute duration are available to International Harvester refrigeration dealers. They are available in 16 or 35-mm. sizes The opening and closing of each are devoted to the dealer's name and address. The company pays the production costs and dealers may share the cost of showing with the company.

# NEW LITERATURE IT PAYS...

Let Acme, America's largest builders of space-saving refrigerators and refrigerator-range combinations, put new punch in your sales! Get greater volume-faster turn-over because these numbers are value-packed . . . give your customers more for their money. Built for long serv-ice, powered with famous Tecumseh units, and covered with a 5-year Warranty.





The ACME Dual-Purpose



ACME means a-c-t-i-o-n on the selling floor because customers go for the styling, features, convenience and all-around value of these refrigerators and refrigerator-

Some exclusive territories still open. WRITE FOR DETAILS

# acme

NATIONAL REFRIGERATION CO., INC. 29-24 40th Av. Long Island City N.Y.



m effort, 105

for balanced roll

ighs only \$5 lbs trength for 450 lb

# GLEASON "5505" Appliance Handler is easier to use!



The right way to handle appliances is the easy way, with a Gleason "5505" Appliance Handler. Finger-tip balance under load, turns on a dime. big 10" ball bearing puncture-proof tire wheels. Heavy felt padded support plates, and safety webb straps. 23 feet of securely welded steel tubing ... topped off with a beautiful white finish.

GLEASON CORPORATION 6511 W. State, Milwaukee, Wis.



Trade-In Guide enly reference back covering these 6 groups of major appliances: ● Vacuum Cleaners

- Electric Ranges Refrigerators
- Gas Ranges • Freezers

Washers

Single copy — \$5.00 6-24 copies — \$4.00 each

Show your customers you are affering them a square deal by showing them authentic, up-to-date valuations of their used appliances! National Appliance Guide helps you promote trade-in deals on a sound, profitable basis. Now, with the purchase of each 1931 National Guide, we send you without additional cost a copy of the valuable National TV Data Handbook. List more than 800 TV receivers marketed by III manufacturers from 1946 through 1950.



TV DATA HANDBOOK

National TV
Data Handbook — first
ith the most complete
ngs in this new field.

NATIONAL APPLIANCE GUIDE COMPANY roll St., Madison 3, Wiscons SEND 

copies of 1951 National Appliance

					TV	Data	Handbook
(only)	at	\$1.00	per	copy.			

Address 

# DISTRIBUTORS APPOINTED

## Lewyt Corp.

Allied Distributors-New Jersey, Inc., Newark, N. J., has been made distributor of Lewyt vacuum cleaners.

# Dorby Co.

Bruno-New York, Inc., has been named exclusive metropolitan dis-tributor for the Dorby infra-red

# Estate Stove Co.

Two new distributors have been appointed by the Estate Stove Co.

Rudisco, Inc., Albany, N. Y. Quality Television Corp., Los Angeles, Calif.

#### Fresh'nd Aire Co.

All-State Distributors, Inc., Newark, N. J. have been made distributors of Fresh'nd Aire circulators and fans.

# United States Air Conditioning Corp.

Edgar Morris Sales Co., Washington, D. C., has been made a distributor of U. S. Air Conditioning Corp. products.

# Stewart-Warner Corp.

Two new distributors have been appointed by Stewart-Warner Corp.

Gilham Electric Co., Atlanta, Ga. Mazda Corp., Newark, N. J.

# Sanitary Refrigerator Co.

Crandall Wholesale Co., Detroit, Mich., has been appointed a distribu-tor of Sanitary refrigerators and home freezers.

# Schaefer, Inc.

Ohio Appliances, Inc., Columbus, Dayton and Cincinnati, have been made distributors of "Pak-A-Way" home freezers.

# Robbins & Myers, Inc.

Philadelphia Wholesale Distributors have been appointed distributors of Robbins & Myers fans.

# International Harvester Co.

Radio and Appliance Distributors, Inc., Chattanooga, have been made distributors of International Harvester appliances

#### Arvin Industries, Inc.

Five new distributors of Arvin television and radio receivers have been appointed.

Wilson's Leading Jewelers, Syracuse, N. Y. E. H. Krohn & Co., Phoenix, Ariz. Rogers & Baldwin Hardware Co.,

Springfield, Mo. Standard Supply Co. Salt Lake City, Utah Bauchman-LaPrelle, Inc., Dallas, Texas.



America's finest full line of farm and domestic Water Systems is a America's finest tuli line of farm and domestic water systems is a sure-fire profit maker for you. Whether it's farm, suburban, resort or any type of installation, you have the right unit in the McDonald line. There is a McDonald Water System to suit all particular requirements—deep or shallow well—jet or reciprocating—electric or gasoline power. All McDonald Water Systems are engineered for years of trouble-free operation and backed by a company with over 95 years of precision pump manufacturing experience

Write today for illustrated literature on the complete McDonald Line.

A. Y. McDonald Mfg. Co. Dubuque, Iowa



# **ROOM AIR CONDITIONER SALES UP 75% IN 1950-MITCHELL SALES UP 412% IN 1950!**



Longest Margins for **Biggest Earnings** 

# **Acclaimed Everywhere** the World's Finest

Ride the MITCHELL selling wave in 1951, with these exclusive advan-tages. Get set right now for profits— write today for complete details on the money-making MITCHELL dealership.

# MITCHELL MFG. COMPANY

Chicago I4, Illinois Makers of the World's Finest **Room Air Condition** 



MITCHELL is better than ever in '51! get your share of this big volume business

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Dealer's Name	

Dealer's Name	
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City	State
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ACT



sold can make you more money and more friends, lower service costs, higher profits.

One Minute's rugged auto gear—on every model at every price—means more trouble-free wash days, month after month, year after year—and more clear

profits for you.

Four models to meet every home budget—large agitators for fast washing Four models to meet every home budget—large agriciors for tast washing action—rugged auto type gear has only five moving parts—styling that is tops—results that keep the One Minute sold—a profit source that is a big asset Write or wire for complete information.

ONE MINUTE WASHER CO.

selling radio

in the world







MURPHY RADIO LTD. 519 INTERNATIONAL TRADE MART NEW ORLEANS, LA

ntifords an opportuni olume sales with alsed source of su frite now for descri

# DISTRIBUTORS APPOINTED

# A. J. Lindemann & Hoverson Co.

Perkins Sales Co., Detroit, Mich. has been appointed a distributor of L & H appliances.

# Murray Corp. of America

Two new distributors have been appointed by Murray Corp. of America.

Plymouth Electric Co., New Haven, Conn. Joseph B. Smith Co., Toledo, Ohio

#### Automatic Washer Co.

Century Distributors, Inc., Minneapolis, Minn., have been made distributors of Laundry Queen home laundry equipment.

### Majestic Radio & Television Inc.

Summers Electric Co., Dallas, has been appointed distributor of Ma-jestic radio and television.

### International Sewing Machine, Inc.

Three new distributors of Elna sewing machines have been appointed by the International Sewing Machine Co., Inc.

Eastern Co., Cambridge, Mass. Electrical Distributing, Inc. Portland, Ore. Reliance, Syracuse, N. Y.

#### Remington Corp.

General Electric Supply Corp., New York, has been named a dis-tributor of Remington air condition-

#### Horton Mfg. Co.

Five new distributors have been appointed by the Horton Mfg. Co.

Peaslee-Gaulbert Corp., Indianapolis, Ind. Peaslee-Gaulbert Corp., Cincinnati, Ohio Roberts Gas Appliance Co., St. Louis, Mo. Appliance Distributing Co., Columbus, Ohio Arnold Wholesale Corp., Cleveland, Ohio

#### Allen B. Du Mont Laboratories, Inc.

Nash-Kelvinator Sales Corp., Seattle, Wash., has been appointed northwest distributor for Du Mont Television sets.

# Admiral Corp.

West Texas Distributing Co., Lubbock, Texas, has been made a distributor of Admiral appliances and radios.

# Ben-Hur Mfg. Co.

Three new distributors have been appointed by the Ben-Hur Mig. Co.

Peirce-Phelps, Inc., Philadelphia, Pa. Associated Distributors, Inc., Indianapolis, Ind. Southern Texas Appliance Corp., San Antonio, Texas

#### **Atwater Television**

Lyn Elmore Co., Charlotte, N. C. been made a distributor of Atwater television sets.



Complete with 5" cord.
Retails for \$29.95.
Us u al discounts.
Sample orders accepted. Hurry and qet in on this item that has a wide market that's untouched. WRITE PHONE OR WIRE... ARGYLE

Manufacturing Company COLCHESTER, ILLINOIS

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# FOR ATTIC FANS

Built so they can be installed practically flush with the ceiling. AIR-FLO Ceiling shutters present a refined, finished appearance. Their natural aluminum color blends with any decoration, eliminating need for painting and no grills or winter cover is required. Furnished in 5 different widths, single panel up to 73" long. No operating mechanism shows. Built-in fusible link. Meets fire underwriters' requirements. Write for illustrated catalog 43A ai the complete AIR-FLO line.



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# DISTRIBUTORS APPOINTED

Air King Products Co., Inc.

Four new distributors have been appointed to handle Air King television and radio sets and recorders

Liss Brothers, South Bend, Ind. Silkworth Distributors Co., Inc., Flint Mich West Central Distributors, Rochester, N. Y. Hough Wylie Co., Charlotte, N. C.

#### Bendix Radio

The J. V. Clement Co., Atlanta, Ga., has been made district mer-chandiser of Bendix TV and radio.

Hoffman Radio Corp.

G. T. Patterson Co., New Or-leans, La., has been made a distributor of Hoffman radio and television.

Bendix Home Appliances Division

Avco Mfg. Corp.

Two new distributors have been appointed by Bendix Home Appliances division of Avco Mfg. Corp. Northern Ohio Appliance Corp., Cleve-land, Ohio

Reinhard Bros. Co., Minneapolis, Minn.

Deepfreeze Appliances Division Motor Products Corp.

Elcon Products, Inc., Minne-apolis, Minn., have been named a distributor of Deepfreeze appli-

who died suddenly in December.

Nat'l Engineering & Mfg. Co. Marshall & Peron Co., Los Angeles, have been made distributors of National "air-flo" dryers.

Sentinel Radio Corp.

Two new distributors have been named by Sentinel Radio Corp. Elliott Rowland Corp., Philadelphia, Pa. Lee Distributing Co., San Diego, Calif.

Proctor Electric Co.

Lee Distributing Co., San Diego, has been named a distributor of Proctor electric housewares.

Coleman Co., Inc.
Three new distributors of Coleman heating equipment have been announced.

Jericho Plumbers Supply Co., Inc., Centereach, L. I., N. Y. General Appliances, Jacksonville, Fla. Pearce & Johnson, Jacksonville, Fla.

# Vactric, Inc.

Twelve new distributors have been appointed by Tri-Coro, Inc., domestic distributors of Vactric floor polishers.

Colen-Gruhn Co., Inc., New York GESCO, New York, N. Y. GESCO, Newark, N. J. GESCO, Boston, Mass. GESCO, Washington, D. C. GESCO, Atlanta, Ga. Seaboard Distributing Co., Miami, Fla. GESCO, St. Louis, Mo. Plymouth Electric Co., New Haven, Conn Nelson Hardware Co., Roanoke, Va. Walker Martin & Co., Raleigh, N. C. Bowers Wholesale Corp., Norfolk, Va.



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HAND TRUCKS for Safe & Easy

handling of
RANGES, REFRIGERATORS,
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RADIO & TELEVISION SELF-LIFTING PIANO TRUCK CO.

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MANUFACTURER'S AGENTS Rotacut and Farmco rotary power mowers. 10 gas-elec-tric models. \$59.95 up. Delivered. Liberal deal. Farm Products Co., FR-2284. Excel-sior Springs, Mo.

MANUFACTURER OF nationally-accepted line of electric portable and built-in heaters seeks aggressive representation Texas, Okia-homa, Louisiana, Must know electrical dis-tributor trade. Full details in reply, RW-9214, Electrical Merchandising.

## SELLING OPPORTUNITY WANTED

MANUFACTUREN'S REPRESENTATIVE
Maintaining own office, with two assistants,
now selling nationally advertised line, considered the leader in its field, to electrical
distributors, department stores, and to
dealers covering Virginia, Maryland, Delaware, Pennsylvania, and the District of Columbla, desires an additional line for all or
part of this retributy. RA-9282, Electrical
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Radio-TV-Appliances,
Ohio City. Sales \$350,000 yr.; same owner 22
yrs.; business center; bldg. 2 floors 60x100
modern equipped; complete sales, service
depts; sound equipment 5 trucks; rare buy
Apple Co., Brokers Cleveland, O.

#### WANTED

Electrical Appliances Wanted.
Canadian distributor wishes to purchase automatic washers, dryers and dishwashers, name brands only. W-9112, Electrical Merchandising.

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Wanted—Field Service
assignments Electrical and for Mechanical
Equipment, and the Service and the County
N. Y. Ninet operating in Westchester County
Iraffic appliance repair. Address details to
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Churches, Boy Scouts, civic and veterans organizations will welcome all the wastepaper you have. They can get a good price for it. Increase their funds.

ments, please don't destroy it.

And, you can make a direct contribution to American mobilization by saving paper of all types - whether in magazine form or not. Since the Korean War began, there's been a great increase in the demand for products manufactured from wastepaper.

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# Everybody likes this APPLIANCE TRUCK!

The ideal truck for every purposel No lifting . . . no fatigue . . . carries a full load safely up and down stairs and crawls over obstructions. Your men will appreciate the Escort truck.







Stevens Appliance Truck Co. Old Savennah Road, P. O. Box 897

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 Top-quality, outstanding beauty, distinctive features, complete line, nationally advertised, competitively priced. Leads in value. See your distributor or write us for full information.

# SHIRLEY CORPORATION, - INDIANAPOLIS 2, INDIANA

# How to test, repair, and service all home electrical appliances

THEORY CONSTRUCTIONS TROUBLE-SHOOTING REMEDIES

on everything from too



HERE is a complete and practical handbook for all who want to cash in on the continually growing and profitable field of electrical appliance servicing. It contains all the necessary electrical and mechanical fundamentals, along with clear instructions and over 700 illustrations—sectional, exploded, operational, and servicing views of equipment—picturing details of electrical appliance construction, operation, and servicing. Explains the WHY as well as the HOW of electrical devices . . . gives the principles, methods, and advanced technical know-how you need to solve everyday problems . . . includes suggestions on how to set up and operate a servicing business of your own.

# ELECTRICAL APPLIANCE SERVICING

By William H. Crouse Formerly Director of Field Education. Delec-Remy Division, Gr 854 pages, 727 illustrations, \$7.50

This on the job manual begins with hasis principles that will help you betts understand have electrical and mechanical machinery operates. These, it presents through home wiring systems, to residence-heating appliances, none-drive appliances, and refrigeration and air conditioning appliances . . . coveris construction, operation, and servicing of each.

Shows how to service and repair electrical appliances such as:

- · broilers and roasters
- wafflebakers
- · fons and blowers
- washing machines
- water pumps, lawn mowers, and floor waxers
- · food mixers
- · irons and ironers
- toasters

- · sewing machines
- · runges
- · vacuum cleaners
- · clothes dryers
- · garbage disposers
- water heaters
- coffee makers
- · clocks
- dishwashers
- · etc., etc.

# SEE THIS BOOK 10 DAYS FREE

McGraw-Hill Book Co., Inc., 330 W. 42nd St., New York 18 Send me Crouse's ELECTRICAL APPLIANCE SERV-ICING for 10 days' examination on approval. In 16 days I will result \$7.50, plus few cents for delivery, or

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 air conditioners This offer applies to U. S. only

# The Road Ahead

T is becoming increasingly apparent that the press notices predicting the early demise of the appliance and radio industries in a war economy are, to say the least, exaggerated. The patient, far from collapsing, is exhibiting all the signs of a spry and healthy constitution. It is true that cutbacks and limitation orders on materials, scheduled to go into effect in April, have not yet made themselves felt. But the record for the first quarter of the year should show tidy increases in volume all along the line. Production has been maintained at about last year's levels and the public's appetite for our goods seems undiminished.

Figures for the first three months, for instance, show 2,000,000 TV sets sold as against 1,605,200 for the comparable period last year, a jump of 25 percent. Radio sales (home, portable and auto) hit approximately 4,300,000, a 29 percent rise over the 3,343,400 units sold in the first three months of 1950. Refrigerators, for the first two months, are up 9 percent; ranges 18 percent; washers 7; ironers 19; dryers 77, and cleaners 11 percent. It makes surprising reading in view of the fact that 1950 set all-time highs and the papers have been full of dour prophecies of shortages and even complete curtailment of civilian goods production.

The prospects for the second quarter look good, too, The NPA have finally come up with a formula to cut steel 20 percent (with the average quarter of the first six months of 1950 as a base) and to let aluminum and copper go on the theory that the steel cut would indirectly result in less use of the other two metals. The order, however, applies only to manufacturers and assemblers of finished products and does not include fabricators, who are still cut back 25 percent on copper and 35 percent on aluminum. The 20 percent steel cut, though, applies to manufacturers of all types of appliances, radio and television. It is across the board for the second quarter and will probably be hiked to 30 percent for the third quarter. Even so, 80 percent of the steel, based on 1950 levels, is still a lot of steel and will permit continuing high levels for production and sales.

THE gimmick in the prospects for the continued prosperity of the industry, of course, lies in the possibility of all-out war. Fear of such a war reached a high pitch when the Red Chinese erupted in Korea, but the eventual containment of the yellow hordes at close to the 38th parallel has done much to buck flagging spirits. Competent observers feel that, unless Russia gambles on war in the next three to four months, she will have lost the initiative because of the growing military might of the United States. That would push the question still further lato the future and provide

the basis for a complete revaluation of the whole mobilization effort.

In the meantime, it is our studied opinion that, despite the general aura of the madhouse prevailing in Washington, the administration is keeping its eye firmly on the ball insofar as the civilian economy is concerned. Perhaps it was due to the influence of Mobilization Director C. E. Wilson's firmly-held opinion that the American economy would stand for both "guns and butter"; perhaps it was due to a realistic appraisal of the time it would require to convert civilian goods manufacturers to war contracts; or, it may have been an earnest desire to keep the national employment and incomes at record levels to provide the tax basis for a war economy. At any rate, the government is edging cautiously, rather than plunging headlong, into the war conversion morass-a policy which should provide the appliance and radio industries with muchneeded reassurance for the long pull.

ALL of which brings us to a much-needed repetition of some fundamentals with regard to our selling. We need to abandon "scare" advertising of shortages, higher excise taxes and baseless rumors of poorer quality of newer models due to the use of substitute materials. In the long months ahead all such opportunist tactics to move swelling inventories will inevitably reverberate on dealers employing them. If we cry "stinking fish" long enough, the public are bound to take us at our word. We need to remember that the public want honest value for their money and will shop long and hard for it. We need to forget that we are in a sellers market and remember that many economic factors are at work to reduce both the number and the buying power of our customers. Those factors are higher prices for our goods, higher income taxes on consumers, stricter controls on installment credit, a mass displacement of manpower into the armed services and into defense plants, a drastic curtailment in the number of new homes being built and programs to drain off "excess purchasing power" through the sale of defense bonds.

It all adds up to the fact that, instead of shortages, we have a selling job to do; that we expect to remain in business and should conduct it like a legitimate business instead of a bucket shop and, finally, that we have a valuable stake in the public's confidence in the products we sell and the service we render.

Laurence way -

# How to wring extra profits out of April showers

For women who are still tied to the old-fashioned clothes line\*—and there are fifty million of them—it's often a race to get the clothes on the line and dried before an April shower comes along. But let it rain! You can capitalize on the weather. Point out to prospects how much faster and easier washing is with washers equipped with Lovell 77 Instinctive Wringers. And of course, you know that the Lovell Instinctive Wringer is found on top models of America's finest washers—the ones it pays you to promote. The salestalk below will give you a start.

SAFE operation gives the 77 Instinctive Wringer extra sales appeal. A slight, instinctive pull stops the rolls instantly. No other wringer gives you this protection!



QUICK as lightning, you can swing the Lovell 77 from one position to another. No groping for a release lever. A ladylike push is all it takes!



HT'S A BREEZE to do a heavy wash with a Lovell wringer. Lovell's 77 does 90% of the heavy lifting!





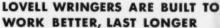
GENTLE as a Spring rain, Lovell's soft, but firm balloon rolls are kind to delicate fabries, buttons and zippers.



BRIGHTER, CLEANER washes are easy with Lovell's Pressure Cleansing Action. Dirt that would normally remain in the fabric is removed.







- "Guarded Top" Construction gives housewives added protection.
- Power Electric Rolls with three laminations of rubber give right cleansing pressure.
- Hardwood Bearings never need oiling, won't stain wash.
- Single Leaf Spring gives balanced pressure.
- All-Steel H-type frame prevents twisting or breaking.

\*NOTE TO WASHER SALESMEN: Although automatic clothes dryers are the fastest growing postwar appliance, (see Lovell ad on page 00) supply can't begin to catch up to demand. Fifty million women are still forced to struggle with a clothes line. We regret that material shortages make it impossible for us to supply all the Lovell drying units—or wringers—that you want.





# "Here's the Start of a Happy Ending..."

"I know it'll be a happy ending for them—and me! They'll find—as so many of my customers before them have found—that Kelvinator builds a freezer you can trust. It will give them just what they need most, especially in these times—unfailing, ruggedly dependable protection of their valuable frozen food supply.

"So it'll be a happy ending for me, too. For I'll have one more well-satisfied customer . . . and I'll be free from the complaints and service calls that can make life so miserable for a dealer."

There are good reasons for this.

First of all, built into these Freezers is Kelvinator's unique "know how" and long experience as pioneer maker of low temperature cabinets for the ice cream industry . . . and oldest maker of electric refrigerators for the home. That's why Kelvinator Freezers have freezing coils in all 4 walls . . . and at the bottom of the fast-freezing section. That's why they're Chest-type design, to keep cold from "spilling out".

Built into Kelvinator Freezers also is one of the most efficient coldmakers known—a heavy-duty version of the famous Kelvinator Polarsphere—rugged, plus-powered, faithful in performance as the day is long.

Built, too, into Kelvinator Freezers is outstanding quality—quality in design, in materials, in workmanship. And in the new 1951 Kelvinator Freezers, new user convenience has been added by such features as the handy Pastri-Rack, shown above, to keep pastry, cakes, etc. from crushing and to make contents easily accessible.

This insistence upon the highest standards of quality and performance adheres faithfully to the pledge of Kelvinator's Franchise. And it's true not only of Kelvinator Freezers—but of every single product and part that Kelvinator produces.

It is this, above all things, that makes Kelvinator first choice among so many buyers . . . another important reason why the Kelvinator Franchise is the most valuable in the appliance industry.

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TUNE IN I CBS-TV NETWORK! Kelvinator "Star of the Family" show, starring Morton Downey. See your local paper for time and station.

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